



BUILDING BRIDGES FOR AMERICA

## Local Leaders & Precinct Chairs

Organize with the people around you.



Welcome  
Special Edition  
GOTV

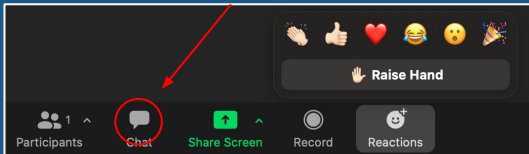
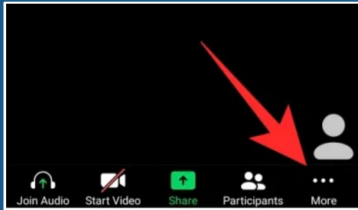
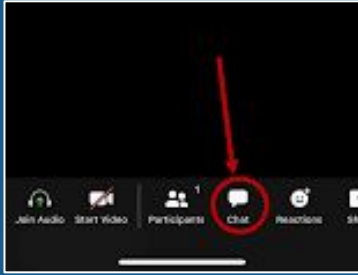
Jenny Okamoto,  
Grassroot Organizer

# Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Please introduce yourself in the chat, where are you from, and campaigns you have worked with
- Enter questions and follow-up requests on the chat
- Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!



Locate the chat feature.

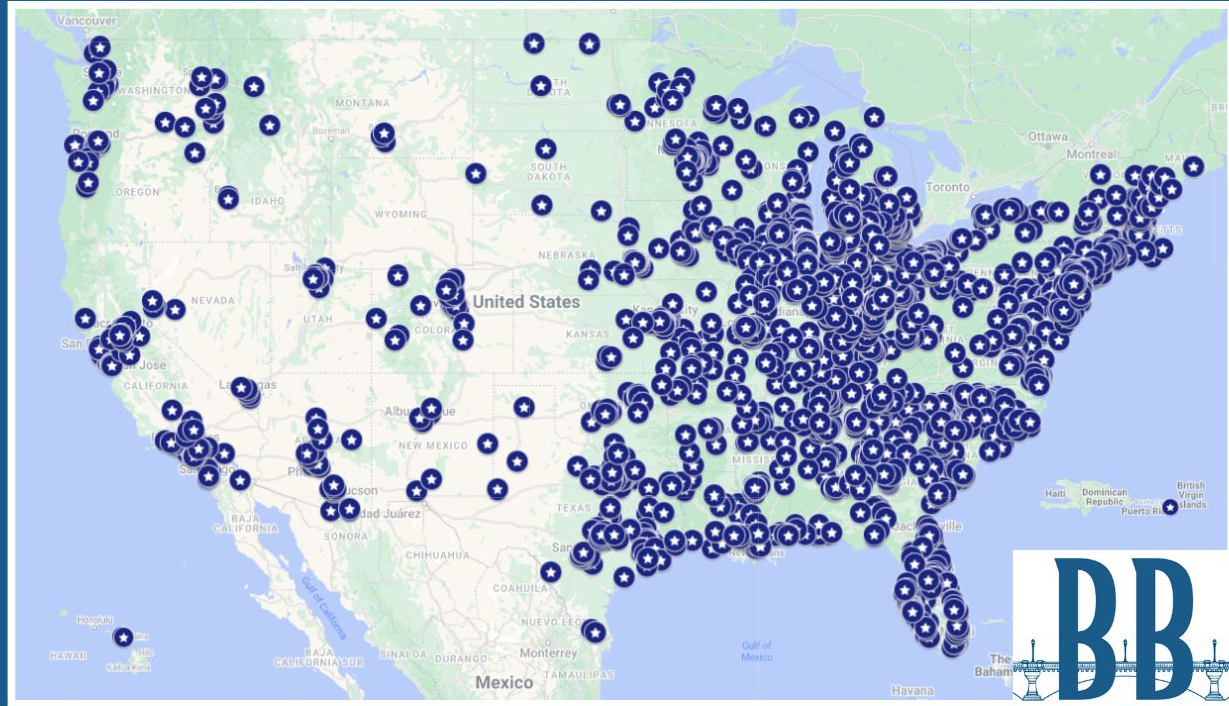


Say



hello in chat!

Where are you joining us from?





# BUILDING BRIDGES FOR AMERICA



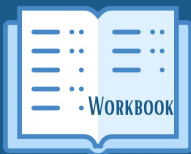
Supporting grassroots  
organizers, candidates,  
and causes.

[JOIN US](#)

[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

# BUILDING BRIDGES FOR AMERICA

## Civics for Change



## HOSTING A PHONE BANK

### SCHEDULE YOUR EVENT



The best times to phone bank are M-TR 5-8PM, Sat 10-5PM and Sun 10-8PM, shifts can be expanded closer to the election. You should aim to host events on the same day and time multiple times a week. At least two times a week will give callers a chance to attend.

### CONTACT THE CAMPAIGN



They're a several formats and platforms for making calls. From printed to virtual phone lists, online databases and autodialers. The campaign can provide you with access, training, a script, and a representative from the campaign to stop by.

### PROVIDE TRAINING AT THE START OF EVERY PHONE BANK



Start off each event reviewing the script, links to resources, background information, and status updates. Overall, answer callers questions so they are confident making calls. Returning callers can check in, get updates and get started on their own. Have everyone return at the end of the shift to debrief and share stories and confirm their next shift. Consider assigning "captains" to staff shifts.

### BEST PRACTICES

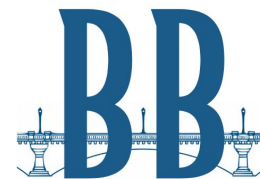
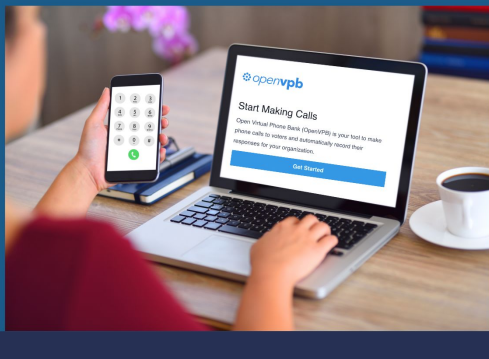


Be friendly & persistent, set goals for you and your volunteers (i.e. so many calls in a shift). Follow the script, they are tested and proven to work. Remind your callers to Smile as they dial, phone banking is one of the most effective tools to support a campaign and a great chance to connect with the community.

LEARN MORE AT  
[BUILDINGBRIDGESFORAMERICA.COM](http://BUILDINGBRIDGESFORAMERICA.COM)



## How to Phone Bank



[www.buildingbridgesforamerica.com/how-to-phone-bank](http://www.buildingbridgesforamerica.com/how-to-phone-bank)



## How to Canvass

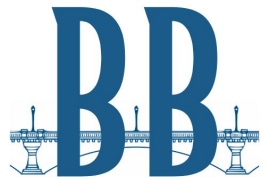


[www.buildingbridgesforamerica.com/how-to-canvass](http://www.buildingbridgesforamerica.com/how-to-canvass)





Ignore  
the polls!



12

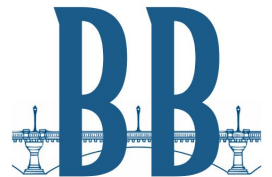


How many times does a voter  
need to be contacted to be  
persuaded to vote?



How many times does a voter  
need to be contacted to be  
persuaded to vote?

9 times





GOTV

# Phases of the Campaign



**Organization Building  
(Ongoing)**

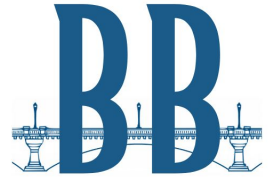


**Voter Contact  
("DVC")**

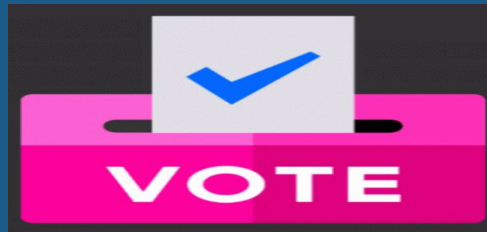


**Get Out The Vote  
("GOTV")**

# What is GOTV?



The phase of the election that focuses on mobilizing registered voters to cast their ballots and/or vote on election day.



# The script changes...

1. Identify Support
2. Create Social Pressure
3. Make a Plan
4. Follow up





- “We need everyone to vote”
- “Make a plan”
- “I am talking with your neighbors who have made a plan to vote”
- “Thank you for making a plan”



# A PLAN TO VOTE

You will be walking voters through their plan to vote. By walking them through all the details, you are essentially rehearsing them voting.



# A PLAN TO VOTE

Who  
What  
When  
Where  
How





**Who** are you taking  
**What** are you voting for  
**When** are you voting (early!)  
**Where** is your polling location  
**How** are you getting there

Everything you  
do is about

**VOTER**

**TURNOUT**

Get them to

**turnout** to vote

for your  
candidate





Countdown to Success

# 12.) Voter Registration

- Depending on the state there is still time to register voters.
- Checking registration
- Address changes
- Confirm voting locations
- Share QR codes and websites
- When you register a voter, they are more likely to vote for your candidate



**Be a voter.**  
**IWillVote.com**



# 11.) Early Voting

- The best thing you and others who are supporters can do is early vote.
- Polling locations are being added this week.
- Once you vote you are removed from lists.
- No more texts, emails and calls.
- Campaigns can spend resources on other voters
- Frees you up work and volunteer at the polls, and chase voters on election day.
- Too risky to wait until election day!



# 10.) Canvassing & Door Knocking

- Coordinated campaigns
- Talking to voters about their PLAN TO VOTE
  - **Who** are you taking
  - **What** are you voting for
  - **When** are you voting (early)
  - **Where** is your polling location
  - **How** are you getting there

By walking a voter through their plan to vote you are mentally walking them through the process.

# 9.) Phone Banking

- Every day through election day
- New scripts
- Resources
- Plan to Vote
- Chasing mail in ballots and absentee

## Election Day

- Until the polls close
- East to west, following the sun
- Phone banks will switch as state close polling locations
- Vote chasing

## 8.) Texting

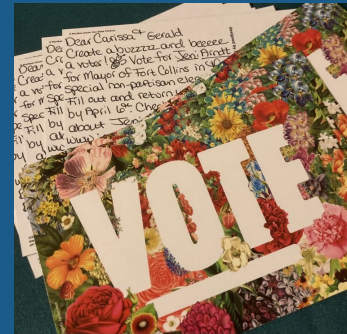
- Every day through election day
- Confirming support
- Plan to Vote
- Chasing mail in ballots and absentee

### Election Day

- Until the polls close
- East to west, following the sun
- Increase in volume
- Chasing voters

# 7.) Postcards

- Mail cards within 7–10 days of the election for the most impact.
- Same messaging
  - Create social pressure
  - We will know if you voted
  - May follow-up after the election
  - Your neighbors are voting
  - FOMO
  - Strategy worked in 2020



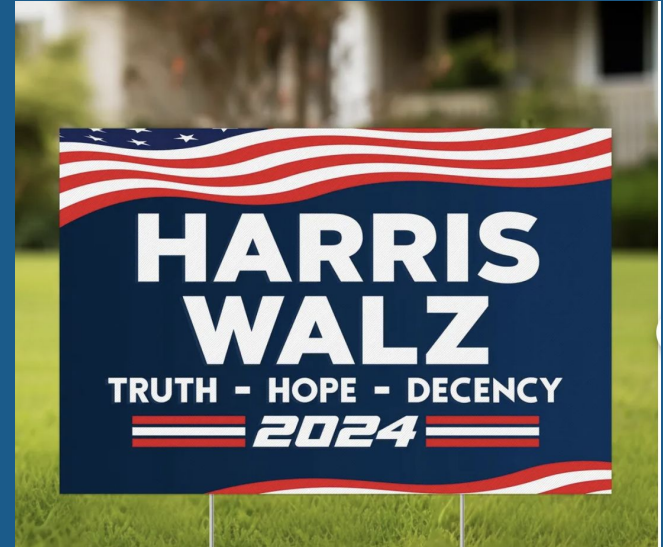
## 6.) Social Media

- Digital doorknocking
- Increase engagement
- Combat disinformation
- Provide resources for voting
- Resources for getting involved
- Engage and converse with voters to get them to turnout.

# 5.) Visibility

- Signs
- Signs at polling locations
- Events
- Voter engagement events

Souls to the Polls  
Taylor Swift Indianapolis  
Election Weekend Events



# 4.) Fundraising/Donations

- Encourage others to donate to provide last minute advertising dollars
- Create and opportunity to communicate with other voters.
- I donated!



# 3.) Poll Support

- Vote early
- Engage with voters at locations
- Signs at polling locations on the eve of election and remove when polls close
- Water & food
- Vote tripling at polling location
- Provide resources
  - Hotline numbers





# Election Hotlines



Have your state and or county numbers ready to share.

- 866-OUR-VOTE (866-687-8683) – English language hotline
- 888-VE-Y-VOTA (888-839-8682) – Spanish language hotline
- 888-API-VOTE (888-274-8683) – Chinese, Vietnamese, Korean, Bengali, Hindi, Urdu and Tagalog hotline
- 844-YALLA-US (844-925-5287) – Arabic language hotline
- American Sign Language video call number: 301-818-VOTE (301-818-8683)

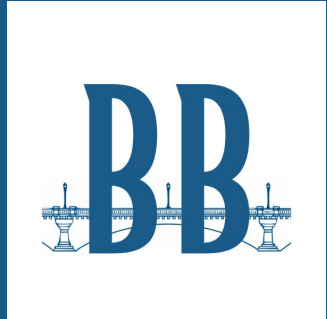
## 2.) Campaign Office Support

- Preparing walk packets
  - Maps
  - Literature
- Showing canvassers how to use the apps
- Signing in volunteers
- Releasing campaign workers
- Food & Beverages
- Coordinating canvassers to swing states
- Assembling and/or delivering signs

# 1.) Vote Tripling

- Voter has or will be voting
- Take three people with you
- Text three people and tell them where to vote
- Text three people as they are leaving the polling location, “How was voting?” “Thank you for voting?”, could you text three people and tell them you voted and there is still time.
- FOMO





# Text to register voters NOW!

*Thanks to your amazing response, we are now adding more states!  
Now we are also texting into Florida, Alabama, and Tennessee.*



Building Bridges has partnered with Field Team Six to register voters in key states.

Sign up at the link on our website to get started texting on your own time.

[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

## We're just getting started in 2024!

This is an important year for Democracy. Want to know what you can do? Here are some opportunities to get started.



### Text for Democracy!

Millions of US citizens are not registered to vote. Building Bridges for America is partnering with Field Team 6 to Text for Democracy in some of the most under-registered areas of Virginia, Georgia, North Carolina and Texas.

**Join us!** Sign up once and text whenever you like in 2024. [Use this link to learn more and get started.](#)



### Free Online Trainings on Thursdays

We believe democracy is participation. And we believe participating in politics must be accessible. Trainings are free — join online from wherever you are!



Use the links below to sign up. Or you can browse the [Training page on our website](#). All trainings are 8:00 to 9:00 PM EST

[How to Be Politically Active](#)  
Beginning January 11

[Civics 101 - The Basics They No Longer Teach in School](#)  
Beginning January 18

[Pop the Disinformation Bubble](#)  
Beginning January 25

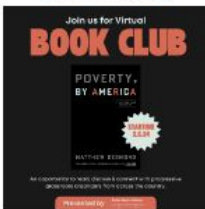
[Grassroots Organizing for Change](#)  
Beginning February 1

### Book Club - Mondays, Beginning February 5

Join us for a virtual book club journey that "gives us new ways of thinking about a morally urgent problem...helps us imagine solutions...calls on us all to become poverty abolitionists, engaged in a politics of collective belonging to usher in a new age of shared prosperity and, at last, true freedom."

We are reading *Poverty, By America* by Matthew Desmond  
Mondays, beginning February 5  
8:00 to 9:30 PM EST

[Sign up on Mobilize Here](#)  
Support a Local Book Store:  
[Purchase the Book Here](#)



Home

Our Story

Volunteers

Training

Calendar of Events

Join Us



# BUILDING BRIDGES FOR AMERICA

DONATE



Supporting progressive grassroots organizers.

# Sign up for our bi-weekly newsletter: [buildingbridgesforamerica.com/joinus](https://buildingbridgesforamerica.com/joinus)

**BUILDING BRIDGES FOR AMERICA  
ACTION FUND**



**Donate to the Building Bridges for America  
Action Fund**

**\$115 Raised**

**GOAL \$1,145**

**Donate to the Building  
Bridges for America  
Action Fund**

updated at 4:35 PM **AB**

**Did you like this program?  
Help us continue our work!**

**Donate \$5 →**

**Donate \$10 →**

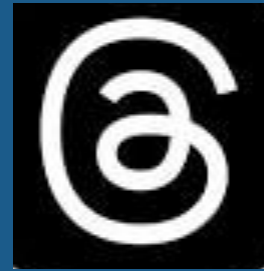
**Donate \$15 →**

**Donate \$20 →**

**Help us cover our annual  
operating costs so we can  
continue to offer our  
programs for free.**

**<https://secure.actblue.com/donate/bbfa>**

If you liked this presentation,  
Please take a moment before signing off to  
share it with others.



@buildbridges4america



Learn more at  
[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com).

Thank you for joining us.



# BUILDING BRIDGES FOR AMERICA



Supporting grassroots  
organizers, candidates,  
and causes.

[JOIN US](#)

[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

# BUILDING BRIDGES FOR AMERICA LEADERSHIP TEAM

## JENNY OKAMOTO

Director Leadership Development, Building Bridges  
for America

## CAZ MARGENAU

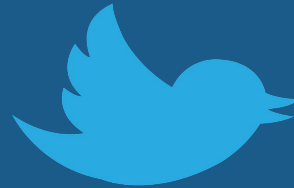
Director Leadership Development, Building Bridges  
for America

## TERRY MUMFORD

Associate, Leadership Development, Building  
Bridges for America



Give us a follow on social media,  
@buildbridges4america!





*Question & Answer Time*

