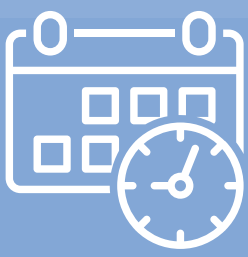




# HOSTING A FRIEND BANK

## WHAT IS A FRIEND BANK



A friend bank is a special event that guides supporters through the process of identifying their "friend circle" and supports them in reaching out to share information on a candidate, election, and issue. A friend bank is a wonderful opportunity for supporters to get to know each other, learn about candidates and issues and share that information with their circle of contacts.

## WHY FRIEND BANK



The most powerful way to make an impact is to have personal conversations with friends and family. Conversations with trusted family, co-workers and friends is proven to have the most impact of any type of voter contact. This is also a time to recruit volunteers and create a sense of community among supporters.

## STEPS TO HOSTING A FRIEND BANK



1. Write list of invitees, set a recruitment goal for yourself.
2. Set a date and time, create your event on Mobilize, on a virtual platform or reserve meeting space.
3. Send personal invites via email, text and post on all your social media accounts and ask guests to invite others.
4. Follow-up and confirm prior to the event.

## AGENDA



1. Greet and have attendees introduce themselves.
2. Tell your story, stress why this election is so important.
3. Share videos, pictures, websites.
4. Walk attendees through creating a list of contacts, share sample scripts and texts.
5. Take action, have attendees send messages or make calls while in the friend bank.
6. Set goals for follow-up with their contacts (24-hours, weekly, day of election).
7. Ask attendees to host their own friend bank.