How to Establish a Local Union Phone & Text Banking Program

The first step to organizing your local membership to participate in the next election is determining who is registered to vote and making sure they know how to do so on Election Day. Below are suggested steps to get you started, but feel free to get creative to meet the needs of your Local.

STEP 1   **Assign a point person to lead the Local's phone/text banking program**

- Communicate the program's plan to your Local's Political Coordinator (PC), if the assigned point person is not the PC.

STEP 2   **Obtain and organize all necessary materials (lists, scripts, etc.)**

- Consult IATSE's *How to Establish a Local Union Voter Registration Program* found in the resources tab of IATSEPAC.net.
- Pull together a list of your Local's active and retired members.
- Obtain a list of unregistered voters in your Local from the LAN, or by request from the IATSE Political/Legislative Department (polleg@iatse.net).
- Cross reference the two lists to determine who needs to be registered, and who simply needs to be contacted to get out the vote (GOTV).
- Compile a draft script for volunteers to use both when making phone calls and sending texts. (*Sample scripts provided below*)

STEP 3   **Set a schedule and recruit volunteers**

- Determine how much time you need to call/text through the members of the Local.
- Send an email to your Local membership asking for volunteers.
- Reach out to specific members who may have demonstrated an interest in political action.

STEP 4   **Determine what can be done remotely**

- We understand it is more enjoyable and often motivational to phone/text bank in groups. That said, as the country continues to deal with the COVID-19 pandemic, we encourage members to perform this work remotely and seek virtual means of collaboration in order to avoid unnecessary exposure to illness.

STEP 5   **Log progress, track results, and identify future action**

- Focus on contacts, not attempts – if we only leave messages for everyone on the list, we do not acquire the data essential to future GOTV efforts.
- We suggest using spreadsheets to track where people are within the voting process, so you can follow up appropriately with next steps.
  - Ex: who needs to register > have they done so? Who intends to vote > do they have a plan?

STEP 6   **Share success and build momentum**

- Share photos on social media and email them to polleg@iatse.net.
- Use #IATSEVOTES and tag @IATSE in social media posts.

Sample Phone Scripts

Voter Registration:

"Hello, I'm_____, a volunteer from IATSE Local [Number], how are you today/this evening?"

"We're calling all IATSE Local [Number] members to ensure they are registered to vote and have their voices heard in the upcoming election."

"After reviewing our membership records and the public voter file, it's possible you may not be registered to vote. Are you interested in receiving some information on where to check your status and how to register in [Member's State]?

If yes: "Great! Let me know how I should send that over, we're happy to email or text. I can also send some information on voting by mail or voting early if you like?

If no: "Thank you for your time, and I hope you have a nice rest of your day."

If they respond they are registered: "Great, glad to hear it. Sometimes errors like this can happen when working with public records. Sorry for the confusion and no cause for alarm. Are you interested in learning more about [Member's State's] rules around voting by mail and early voting?"

If yes: Proceed into the "Voter Education" script below as appropriate.

Voter Education:

"Hello, I'm_____, a volunteer from IATSE Local [Number], how are you today/this evening?"

"We're calling all IATSE Local [Number] members to remind them of the rules around [Member's State's] vote by mail and early voting rules for the election. Are you interested in hearing a little more about these changes?"

If no: "Thank you for your time, and I hope you have a nice rest of your day."

If yes: "Great! This election, [Member State] is [Choose one: **1)** sending all voters a ballot in the mail to the address they are registered at; **2)** allowing voters to vote by mail with no excuse necessary; ***or* 3)** allowing voters to vote by mail with a valid excuse. The state also offers **1)** early voting; ***or* 2)** voting absentee in person before the election.

We're encouraging our Local [Number] kin to seek out the safest ways to vote during the ongoing pandemic. Do you plan on voting early or by mail?

If no: "Understood, well one last thing to be aware of is that polling locations may be different from where they've been in previous elections, so we encourage you to visit Vote.org to find the most up to date information on polling places."

If yes: "Excellent – well if you are willing to provide me your email, I am happy to send over additional information around how to request a mail in ballot / where to find locations to early vote.

Sample Voicemail:

"Hello, this is [Your Name], a volunteer from IATSE Local [Number].

We're calling all Local [Number] members to ensure they are registered to vote. As the pandemic continues, states are also adapting their voting rules in an effort to keep people safe. If you would like to confirm your voter registration or learn more about the election changes in [Member's State] feel free to call us back at [Your Phone Number/Local's Phone Number].

Thank you, and please make sure you vote!

<u>Sample Text Scripts</u>

- **Please do not contact members with this information using <u>group texts!</u>** This is important: It is illegal to conduct voter outreach by mass text without prior opt-in consent from all recipients, which we do not have. All correspondence should take place in individual conversations.

<u>Voter Registration</u>:

"Hi [Recipient's First Name], this is [Your Name] volunteering with IATSE Local [Number]. We are reaching out to ensure all our members have their voices heard this election. After reviewing our membership records and the public voter file, it's possible you may not be registered to vote, so I'm reaching out to see if you would like some more info on how to get registered?

If yes: "Great! You can double check your registration status and find instructions on how to register in [Member's State] here: iatse.co/checkmyreg"

If no: "Thank you for your response, and I hope you have a good rest of your day!"

**Please note that a recipient may respond that they are registered and that our data is inaccurate. <u>This is a possibility</u> - the AFL-CIO Labor Action Network tool cross references the public voter file and the local membership lists provided to the International to determine registration status. Sometimes small differences in these two lists can cause an individual's registration status to be listed incorrectly.

If they respond they are registered: "Thank you for your response, and glad to hear you are registered. Errors like this can happen when working with public records. Sorry for the confusion and no cause for alarm. That said, are you interested in learning more about [Member's State's] rules around voting by mail and early voting?"

If yes: Proceed into the "Voter Education" script below as appropriate

If no: Thank them for their time and end the correspondence.

<u>Voter Education</u>:

"Hi [Recipient's First Name], this is [Your Name] volunteering with IATSE Local [Number], and we are working to ensure all our members have their voices heard in the upcoming election. As states adapt their voting rules to keep people safe during the ongoing pandemic, we're reaching out to make sure you're aware of the recent changes in [Member's State]. Would you like me to send more information on the updates to vote by mail and early voting rules?"

If yes: "Great! This election, [Member's State] is [Choose one: **1)** sending all voters a ballot in the mail to the address they are registered at; **2)** allowing voters to vote by mail with no excuse necessary; *<u>or</u>* **3)** allowing voters to vote by mail with a valid excuse. You can find a list of valid excuses here: (link to Secretary of State website)]. The state also offers **1)** early voting; *<u>or</u>* **2)** voting absentee in person before the election.

If no: "Thank you for your response, and I hope you have a good rest of your day!"