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 requestfrom 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**
- Establish how much time you need to call/text through the members of your 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   **Host the phone/text bank**
- Identify a space to gather and perform the phone/text bank, such as your local's union hall.
- It is often more motivational and enjoyable to do this work together in person, but we urge all locals to observe applicable COVID-19 protocols and consider providing volunteers a remote option if preferred.

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.
  - For example: 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

<u>Voter Registration</u>:

"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 in order to 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, I'm 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 for voting by mail and early voting?"

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

<u>Voter Education</u>:

"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 [Member's State's] rules for voting by mail, early voting, and voting on election day. Are you interested in hearing a little more about ways to vote in the upcoming election?"

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

If yes: **Provide member with the options, deadlines, and rules for casting their ballot in the state they are registered to vote in.

"Finally, we're encouraging all our Local [Number] kin to make a plan to vote in order to ensure your voice is heard in this election. Would you like my help with making your plan today?"

If no: "Understood, well we encourage you to visit USA.gov/voting to confirm your polling place, learn voter ID requirements (if applicable), and find answers to other frequently asked questions ahead of election day."

If yes: **Ask how they plan to cast their ballot and provide information for their chosen voting method.
For example: If they wish to vote early, help identify an early vote location close to where they live. If they plan to vote on election day, determine a time that works with their schedule to visit their polling place.

<u>Sample Voicemail</u>:

"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. If you would like to confirm your voter registration, or learn more about the ways to vote in [Member's State]'s upcoming election, feel free to call us back at [your phone number/local's phone number]. Thank you, and please make sure you vote!"

Sample Text Scripts

- **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 - 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 cancause an individual's registration status to be listed incorrectly.</u>

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 for voting by mail, early voting, or voting on election day?"

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. Would you like to learn more about [Member's State's] rules around voting by mail, early voting, and voting on election day?"

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

If yes: **Provide member with the options, deadlines, and rules for casting their ballot in the state they are registered to vote in.

"Finally, we're encouraging all our Local [Number] kin to make a plan to vote in order to ensure your voice is heard in this election. Would you like my help with making your plan today?"

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