



## Class Script: Texting & Phone Banking

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**Note:** This is a written script for those who prefer reading to listening and watching. To view the video and advance to the next class, [click here](#).

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Welcome to a quick course about Making an Impact on National Campaigns. My name is Will Conway, the National Organizing Director for the Forward Party.

On their own, some of our state teams are pretty small, and they have enormous objectives. But across the country, Forward is home to hundreds of thousands of supporters. Campaigns allow Forward volunteers and supporters all across the country to help achieve specific, tangible goals in specific states.

In this video, we'll cover three items:

- Viewing your campaign briefing
- Joining the campaigns that interest you
- Beginning effective outreach:
  - Calling
  - Texting

### Viewing your campaign briefing

When you view Your Dashboard on the Forward website, you'll notice a section dedicated to current, active campaigns. These campaigns are all available to you, no matter where you are in the country, so just pick the one that catches your eye. When you do, you'll see a brief description of the campaign. If you'd like more information, you can click here to view a full campaign briefing. For instance, this active campaign in California requires that we help the California Common Sense Party register 72,000 voters in the state by October 3rd. It outlines exactly how many registrations we need per day, and what you can do to help. Hitting "Join the Campaign" will bring you right back to where you were before.

Everything you do from this point forward will be specifically designed to help you hit the goals of the campaign.

### Joining the campaign



Ready? You're less than 90 seconds away from joining the campaign. Choose a username for our campaign software and plug in your email address. You'll receive an account activation email from CallHub - click "Accept Invite" to join the campaign.

At the time of this recording, California has four active efforts going in this campaign: calling and texting into both San Francisco and Los Angeles. This screen might look a little different for you depending on when you joined the effort and which campaign you chose, but choose the effort that looks most interesting to you. One small note: our campaigns generally run from 9am to 8pm, local time. Otherwise, you'll see a note like this that prevents you from actively joining the effort. Assuming you're within local call time, click "Resume."

### **Beginning effective outreach: calling**

If you join a call campaign, you'll see a quick briefing, outlining a few reminders for you and quick links and prompts for FAQs, like how to respond to "What is the Forward Party?" If you ever get stuck in your conversation, we recommend scrolling back here to reference easy resources and responses.

Before you start making calls, read through the blurb at the top and hit "next" to scroll through the script, just so you have a sense of how the conversation will play out. Note that you're not obligated to read the script word-for-word when you're connected with citizens; change it to your liking and improve it as time goes on. Just make sure you're hitting the major points outlined in the default script, you have an eye on the objective of the campaign, and you're logging responses as you go.

When you're ready to start calling people, click "Join Campaign." You'll hear an automated voice that will say, "Now starting the campaign," and hold music will begin to play. You're dialing your first person! Be sure to record the results of the conversation as it's happening, and submit answers before moving onto the next call.

### **Beginning effective outreach: texting**

If you choose a texting campaign, you'll land on a screen that looks like this. This is where you see all of your ongoing text conversations. Problem is, you haven't started yet. Click "Pending" to begin your outreach.

You'll see a list of people to begin texting, as well as a default text message. Edit that message to include their name and your own, and press send. We recommend sending in batches - maybe 30-40 - before checking your "Chats" section for replies. When you're ready, hop back over to "Chats."



You can see all your ongoing conversations from this screen. Click on a name to see the latest. In the middle, you'll see the conversation so far. Over to the right, you'll see pre-written responses to common questions, and prompts that drive people to take action that matters to hit the goals of the campaign, like registering to vote, volunteering and more.

That's it! You're ready to join a campaign. Click "Complete Class" to show you finished the training. You'll be sent right back to all active campaigns, and you'll be on your way.

Thanks so much, and happy calling!

*To view the video and advance to the next class, [click here](#).*