



# Plan a Phone and Text Banking House Party

*Help ensure there is no President Trump*

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## LET'S GO!

Schedule a house party during the **first week of October** to help kick off our electoral efforts. It doesn't have to be big, and can be set up in just days by reaching out to friends. You'll be able to schedule events up to the election but the sooner we get started, the more voters we'll reach.

## Introduction: Why are we doing this?

### Why is 350 Action engaging in the 2016 elections?

- Donald Trump is the worst Presidential candidate on climate change ever. We're getting involved in a Presidential election for the first time because the planet has never been this hot, and no candidate has ever posed a greater threat to climate justice than Donald Trump.
- Hillary Clinton isn't a climate champion, but voting for her gives us the best chance to continue building our movement and to create the climate action we need. We were able to push President Obama to take more ambitious action than any president before him, and we can do it again.
- This election is an organizing opportunity, a way to expand our movement and find common cause with progressive allies so that we can come into the next administration stronger than ever.

- We want to continue to push candidates to take stronger positions on climate and climate justice.

### **What are we trying to accomplish? Our campaign goals:**

- Ensure that climate change is one of the top issues mentioned in the 2016 elections, and set the expectation that the next president will take bold action on climate.
- Create a progressive, intersectional climate platform that we can mobilize around and force the next President and other political leaders to act on.
- Build 350 Action's political power and reputation and reduce the power of our opponents by growing our base and increasing its skill and engagement in electoral tactics during this unique political moment.
- Mobilize millennials to vote against Donald Trump.

### **How are we engaging in the 2016 elections?**

- Get Out The Vote -- getting millennials in swing states and college students to vote. Our Phone/Text Banking House Parties will outreach to millennials using infrastructure provided by NextGen Climate.
- Creative Communications -- social networking, creative videos, leveraging influencers.
- Pilot Projects -- KIITG GOTV and new partnerships.

### **Why hold Phone/Text Banking House Parties? Who are we contacting?**

- Most of us don't live in swing states and can do more good by contacting voters in swing states - especially voters who may not turn out to vote without some encouragement.
- We are partnering with NextGen Climate to call and text young voters in key political swing states - Ohio, Nevada, New Hampshire, Iowa and Pennsylvania - to identify those who will vote for the climate and against Trump. Closer to the election, we'll work to ensure they get to the polls. Millennials could be the largest voting bloc this election, so it's crucial we identify and turn out these climate voters.
- While we all have the best of intentions, we're more likely to spend the time making calls if we get together to do it with friends. A house party provides a comfortable setting, snacks, and camaraderie.

## **Step 1: Choose your time and location**

### **When should I schedule my house party?**

- We'll be holding house parties and contacting voters through November 8th, but we need to get started now to ensure we can contact the most voters as effectively as possible. If you can, hold a house party during our week of action, **October 1-9**, but if it needs to be later, that's okay too. We're hoping you'll want to host more than one house party over the next several weeks (OK to schedule them now).
- Best phone and text banking times are weekday evenings between 5:30 and 9:00pm and weekends between 11am and 5pm (local time) but you can do this work anytime between 9am and 9pm PT. If you're on the west coast afternoon or weekend times are best (**not** weekday evenings) since most of the calls are to folks on the east coast or midwest, and calls can only be made until 9pm local time.
- You'll probably want to avoid [the debates](#) (Sept 26 and Oct 4, 9, and 19) and other major events.

### **Where should I hold the house party?**

- Your house or a friend's house is an ideal location, though an office or community room would also work well, depending on the number of participants you're expecting.
- Choose a location where you can serve snacks and drinks, that's quiet, where you **have strong wifi**. Consider parking and transit options. Provide extra laptops, phones and headsets if available.

## Step 2: Setup your house party and start promoting

### Setup your event (do this ASAP, even if you need to fill in some details later)

- [Check the map](#) for any nearby house parties. You may want to join one that is listed or create an additional date, depending on what other events are scheduled nearby. Basically, more parties = better.
- [Register your event](#). Provide your contact information, and instructions for guests:
  - Ask guests to bring **their own laptop, and their cell phone and/or headset** (they can use a headset with their phone, or connect to their laptop for use with [google voice](#) or a VOIP # - good choices for folks with limited minutes on their cell - once they log in, the Dialer *calls them*). And remind them to bring chargers for their devices.
  - Include information regarding parking, transit, pets, as appropriate.
  - Note the maximum # of attendees. Figure out how many people making calls from laptops your home can accommodate, (you can over-estimate a little given that some people won't show up).

### Start promoting

- Share the link for your event via email and social media. You may wish to create a Facebook event. Call your friends to invite them. You may wish to print flyers to hand out to friends at events.
- Communicate regularly with people who sign up to attend your house party and make calls - ask them to confirm their participation, **remind them to bring their laptop and phone/headset**, ask them to invite their own friends, etc.

### Get help!

- Everything is easier with friends. If one friend can bring snacks and another can make follow up calls to confirm attendees, everyone will be more relaxed. Whether and how you divvy up jobs is your choice, but giving people opportunities to contribute makes them feel more engaged, develops leadership skills, and prevents key volunteers from getting burned out.

## Step 3: Have a party!

### Preparation

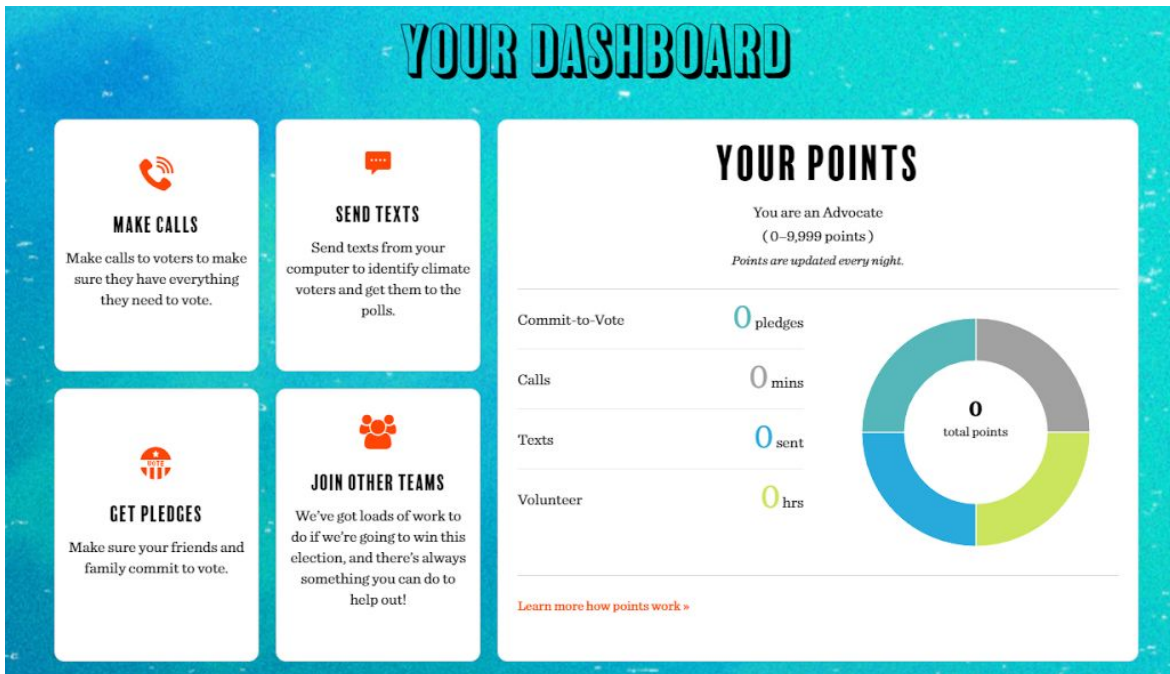
- Prepare snacks, **wifi login info**, work spaces, etc.
- Walk through the phone and text banking setups yourself before the house party so you know what to expect and how to help others get started (see steps and resources below).

### At the party

- Have folks sign in so you know who was there. Make sure to get their email and phone #.
- Kick things off with a short intro and pep talk (see the [introduction](#)) and let people introduce themselves, do a quick icebreaker. Talk about why you're there (voter identification or getting out the vote), what to expect, [run through the calling steps and role play the script](#), emphasize the importance of good tracking, and answer questions.
- Have folks get set up on wifi. Each person will need to set up an account in the NextGen Climate system and decide if they are making calls or texting. Make sure everyone's technology works.
- Take pics of your party and share them on social media to get people excited for the next event.
- As the host, check in with people, answer questions, check that they're feeling good about the work they're doing and what they're accomplishing.

## Do some phone and text banking

- Have each participant [register in the NextGen Climate system](#). You'll get an email confirmation.
- Once you sign in you'll see the activist dashboard and can choose to make calls or to text (screenshot below). **NOTE: Actually talking to people is the best way to identify or persuade them, so phone banking is always a priority. As host, please encourage people to do some phone banking.**



- Phone Bank
  - Choose the priority state unless time of day means you should choose another state.
  - Press the "Start Calling" button and follow instructions.
  - See the [NextGen Climate Dialer Guide](#) for step by step instructions, to review the script, and to find answers to common questions. You may also find [this video](#) helpful.
  - Follow the script! It's there to guide you through voter ID calls as quickly and simply as possible. Do not get into discussions or arguments with callees. Note: say you're calling on behalf of **350 Action** rather than NextGen Climate. Be passionate and positive to achieve better results.
  - Make sure to mark an answer at each point in the script - good tracking is essential.
- Text Bank
  - Press the "Text" button to get started.
  - You will get an email each time someone responds to your text.

## Step 4: Follow up

- Pat yourself on the back for hosting a successful house party!!!
- [Setup your next house party](#)
- Email your attendees to thank them for attending and to invite them to your next event, and, if possible, follow up with a phone call. **And, ask them to host their own house party!**

[To begin, register your house party here.](#)