



WOMEN ARE VOTING

GUIDE FOR YOUR HOUSE PARTIES: DAY OF

Last Updated: September 13, 2022

WE ARE SUPERMAJORITY

A women's equality organization, made up of women of all backgrounds, races and ages who are coming together to create a future where we are truly equal. Supermajority is connecting women with each other, and building on our collective power by providing the information, training and resources to take action in our neighborhoods, our workplaces and in the voting booth.

PHONE BANK CAPTAINS

Thank you for stepping up to be a phone bank captain with Supermajority. We are so happy to have you with us! The following guide is designed to be as easy as possible to use to train a group of volunteers and can be read verbatim. However, if you're feeling confident, we always encourage you to make it your own and add your own knowledge and expertise.

The following is a script to use when training volunteers to phone bank. If you're looking for guidance on how to host your own phone bank, check out our "[House Party Toolkit](#)."

PHONE BANK CAPTAIN TRAINING SCRIPT

INTRODUCTIONS

Welcome and thank you so much for attending my phone bank with Supermajority. Before we go over our learning objectives, I'd like to introduce myself and give all of you the opportunity to introduce yourselves, too. Creating community with one another is a central goal of Supermajority and getting to know one another is a vital part of creating our shared power.

My name is [YOUR NAME], my pronouns are [YOUR PRONOUNS], and I am a phone bank captain with Supermajority. I am originally from [YOUR HOMETOWN] but have been here in [CURRENT LOCATION] for [X AMOUNT OF TIME]. In my day job I do [YOUR JOB], but in my free time I volunteer with Supermajority because [REASON].

Tell a short 1-2 minute version of your political story. What drew you to volunteer with Supermajority? What issue or issues do you care most about? Essentially, what matters to you and why are you doing this?

So now we'll go around the room and everyone can introduce themselves, sharing the following information with the group:

- Name
- Pronouns
- Hometown
- Day job (if you want to share this)
- Why you are volunteering with Supermajority in 1-2 minutes

It was intentional that we all shared our reasons for being here. Knowing our "why" will keep us grounded and motivated as we tackle the challenging but rewarding task of contacting voters over the phone. Now that we've had the chance to get to know each other a little better, let's go over our objectives for today:

- You'll learn:
 - More about Supermajority and their strategy this election cycle
 - Best practices for making calls to voters
 - How to use Open Virtual Phone Bank to make your calls
- You'll call voters for [X AMOUNT OF TIME]
- We'll debrief and share our experiences with one another

I'll be here with you the entire event to help solve any problems if they arise, and if I can't solve it myself, I'll be able to reach out to Supermajority staff for help. Let's get started!

WHO IS SUPERMAJORITY?

Supermajority launched in April of 2019 to solve one big problem that a group of veteran activists observed, which is that women are the ones doing all of the work across different movements such as reproductive justice, guns, labor, racial justice AND women are the majority of Americans, BUT the issues we care about never seem to be prioritized and there isn't one place for women to go to work together to make our power undeniable.

Supermajority is a women's equality organization that centers the lived experiences and liberation of all women. We use an expansive definition of women and fight alongside trans and cisgender women, gender nonbinary people, and anyone who has been marginalized due to their gender.

Supermajority is dedicated to building a powerful coalition of women across race, age, geography, and issue. As we build women's collective power in this moment and over the long term, we will lift up an agenda that addresses our needs, holds leaders accountable, and changes the direction of this country — for good.

The specific concerns we organize around are a set of shared values called the Majority Rules — and I will go through them in just a moment. Women's power can be diluted when we are fragmented across different issues, so we will always be a multi-issue organization because women are multi-issue humans. You can't talk about abortion without talking about childcare or paid leave or affordable healthcare!

We created the Majority Rules in partnership with 75,000 women of all races and ages across the country. The Majority Rules are:

- Our lives are safe
- Our bodies are respected
- Our work is valued
- Our families are supported
- Our government represents us
- And the SUPER RULE: The lives and experiences of women — particularly women of color — are front and center in addressing all of our nation's challenges. From climate change to immigration to criminal justice reform, the people most impacted must be at the forefront of the solutions.

WHAT IS SUPERMAJORITY'S STRATEGY?

For us, 2022 is all about unfinished business. The Biden Administration and Congress were elected by a supermajority of women to get some stuff done and finally invest in the infrastructure we need to thrive — like establishing a national paid leave policy, improving working conditions and raises for care workers, making childcare more affordable, forgiving burdensome student loan debt, restoring voting rights, and of course, codifying the right to abortion access into federal law.

It seems like when push came to shove our priorities were left on the cutting room floor or were greatly watered down — but the good news is that we've never been closer to getting this done. And that is what our strategy is all about: adding the two senators we need to make good on federal policy promises and protecting leadership in key states to improve women's lives.

Supermajority and Supermajority Education Fund are focused in five states this election cycle — Pennsylvania, Michigan, North Carolina, Georgia, and Arizona. In each of these states, we're focused on women who haven't historically participated in voting — especially midterms. These are called infrequent voters or low propensity voters. We are targeting about 2.5 million women across these 5 states.

Here's what's on the line in our state:

[Read whichever section applies to the state you'll be making calls in.]

PENNSYLVANIA

We are working to elect Josh Shapiro as Governor. He is up against one of the most extremist candidates in the nation. We are working to prevent a supermajority of anti-choice politicians from winning control of the Pennsylvania House and hold the line in the Pennsylvania Senate. These down-ballot elections matter or we risk creating a legislature that will be able to override a governor's veto. We must elect John Fetterman to the U.S. Senate. This would expand our narrow margin of victory in Congress.

NORTH CAROLINA

Cheri Beasley is running for U.S. Senate in North Carolina — not only will she be the vote needed to overcome procedural barriers like the filibuster to pass meaningful legislation, but she would also be the only Black woman Senator. It's critical that we prevent a supermajority of anti-choice candidates from winning in the state legislature so that they cannot override the Democratic Governor Roy Cooper.

ARIZONA

We need to ensure that Mark Kelly is re-elected to the Senate to hold our margin. We want to prevent a supermajority of anti-choice state legislators from gaining power, we need to elect Kris Mayes as Attorney General and get Katie Hobbs elected as Governor.

GEORGIA

We're looking to turn out women to send Raphael Warnock back to the U.S. Senate. At the state level, we've got our eyes on three key offices — Governor, Attorney General and Secretary of State. These are history-making races. If Stacey Abrams wins, she will be the first Black woman Governor in the history of the entire country. If the Secretary of State candidate Bee Nguyen wins, she will be the first Asian American to hold a statewide office in Georgia. History is on the ballot. And we need to elect Attorney General nominee, Jennifer Jordan, who is currently serving

as a State Senator.

MICHIGAN

We need to re-elect Attorney General Dana Nessel, who is single-handedly protecting people's freedom to access abortion care. We must re-elect Governor Gretchen Whitmer. And in Michigan, abortion is literally on the ballot this year. There is a measure on the ballot that will protect abortion in the state's constitution and overturn the trigger ban if passed. We have to make sure this gets passed by popular vote.

[Return to reading every section]

OVERALL CAMPAIGN GOAL

Across the five states in our Women Are Voting campaign, we have calculated that we need to hold a margin of 260,000 votes to turn the tide and win those states. That's it — 260,000 voters to turn out in those five states and vote up and down the ballot to support representatives that care about women. You are making the difference by turning them out to vote.

Now that we're all on the same page about why these calls matter, let's talk about how we're going to make our calls.

BEST PRACTICES FOR MAKING CALLS

We have three main tips when it comes to phone banking:

- Be warm and relatable
- Emotionally regulate
- Operate from your 'why'

Let's get into more detail about what these mean. While the first tip, "be warm and relatable," might sound obvious, it's so important we like to make sure it's said explicitly. We know that making calls can feel intimidating, so it might be hard to speak warmly if you're feeling nervous. We like to tell people to talk with a smile! It may sound corny, but it works. Psychologically, we know that the mind often follows the body, so simply by putting a physical smile on your face, it will make you feel warmer and friendlier. That warmth comes through in your voice over the phone, making it more likely that you'll connect with the voter.

The second part of this tip, "relatable," is important to emphasize in addition to being warm, because nailing this part is what will really increase your chances of having a good conversation. Often, especially for women, when we intentionally speak in a warm or friendly voice, we default to "customer service voice." I'm sure you already know what we mean: using a higher, more artificially enthusiastic voice. While this type of voice might seem friendlier on face value, it is definitely not relatable, and will often make voters think we're a sales person, making a hang up way more likely. Be intentional and use your own voice, like you would use if you were speaking to a friend or family member.

We won't sugarcoat it, phone banking can be hard! This is why our second tip, "emotionally regulate," is an important one. You will almost certainly speak to someone who is rude while you phone bank, so it's important to not take it personally and to let it roll off your shoulders. Remember, it has nothing to do with you! Almost always, the rudeness is just because many people don't like being called in the first place, and it has nothing to do with politics or anything you said or did. And emotionally regulating is so much easier with others, which is why we encourage volunteers to join a phone bank so you can talk it out with others.

Finally, we like to remind you to operate from your 'why.' As we laid out in the previous section, the stakes are high for this election. We know you came here for a reason, which is that you want to make our country a better place for everyone. This 'why' will keep you going when making calls may feel challenging, and it will remind you that every person you talk to is invaluable to winning in November. Each and every voter you connect with is just as important as the last and deserves your very best.

Now that we're clear on why our calls are important and what to keep in mind while we dial, let's talk about how we'll be making our calls today.

GETTING COMFORTABLE WITH THE SCRIPT

Before we get into the specifics of how to make your calls with OpenVPB, let's go over our script together.

Next sentence depends on whether you printed scripts:

- *Option 1:* You will have this script built into your calling tool, but for now please go ahead and go to your email and open up the google doc containing the script/use the paper script provided to you.
- *Option 2:* I'm going to model our script, can I get a volunteer to pretend to be a voter? Great! Will you act as a person who is a little unsure and wants more information?

Read the script aloud with your volunteer acting as a voter.

Awesome! Now that you've heard it read, let's practice with a partner. Please find a partner and each of you take a turn being the voter and the caller. We'll take 5 minutes to do this.

Any questions about the script before we move onto learning how to make our calls?

HOW TO USE OPENVPB TO MAKE CALLS

Open Virtual Phone Bank is a calling tool that we will use to contact voters. Please head to your email and open up the link provided to you in your instructions email.

- **Logging In**

- After following your link to your Open Virtual Phone Bank, you will be asked to log in with your ActionID. If you don't have an action ID, they are easy to create in a few minutes!
- **Creating an Action ID**
 - Enter your email address, first name, and last name. Create a password that is at least 8 characters long. Then click create.
 - Check your email for your confirmation email.
 - If you aren't redirected back to the virtual phone bank, use the original link to get back to the login page and use your newly created Action ID to login.

Pause here for everybody to complete making their Action IDs

- **Making Calls**
 - The top of the page will contain the name, age, legal sex, and phone number of the voter you will be calling. The left-hand side of the page will contain other helpful information such as age, gender, and polling place
 - Below this information is a button stating "I Couldn't Reach [Name]." You'll be hitting this button in every scenario that doesn't involve you actually speaking with the voter you are looking for.
 - If you reach the person you are looking for, you will simply be able to read from the script below the voter's information, answering any built-in prompts based on how the voter answered your question. It's important to be sure to put their response in these drop-down menus, because this is how the Open VPB records the data you're collecting.
- **Options When You Click the "I Couldn't Reach X" Button**
 - **Not Home:** This is what you select if you did not speak to the voter you were looking for. When in doubt, select Not Home, as it is the safest option to pick. Thinking about what happens to our data, if you select Not Home, that means this contact will remain in our calling pool and someone else will be able to call them later.
 - **Refused:** You will select this if you reach the voter you're looking for and they let you know they do not want to speak with you or act hostile in some way. If someone says anything along the lines of "don't call me again," "don't call this number again," etc., we are obligated to select Refused, because this will remove them from our pool and we won't call them again. This is also why we select refused if someone is hostile, because we don't want anyone else speaking to them.
 - **Deceased:** You will select this if someone answers and lets you know the person you are looking for has passed. This will remove the number from our calling pool.
 - **Moved:** This option isn't relevant for phone banks and you won't be selecting it.

- **Call Back:** You will select this option if you reach the voter and they ask you to call them back later, or you reach someone else in the household who confirms that this is the right place to speak to that voter but they ask you to call back in order to speak with them. This option will also keep this number in our calling pool.
- **Busy:** You will select this option if you receive a busy signal. This number will remain in our calling pool.
- **Left Message:** We will not be leaving voicemails, so you won't be selecting this.
- **Wrong Number -** you will select this option if someone answers the phone and lets you know that this number does not belong to the voter we are looking for. This will remove this number from our calling pool.
- **Disconnected:** You will only select this option if you are actually in the middle of speaking with the correct person and the call is dropped. This will keep this voter in our calling pool.
- **Moving To The Next Voter**
 - Once you are ready to call your next voter, simply press the “Save & Next Call” button in the top right corner
- **To Stop Making Calls**
 - When you are ready to stop making calls, you can select the “Stop Making Calls” button in the bottom right corner

And that's it! We're ready to start making calls together. Let's start dialing for the next [X AMOUNT OF TIME] and we'll reconvene at [TIME] to debrief. I'll be available to answer any questions you might have.

DEBRIEFING THE PHONE BANK

Welcome back, you did a great job! We love to take some time at the end to reflect, learn from one another, and re-center our goal for the night. Let's have an open discussion where I'll give a prompting question and then we can share and discuss.

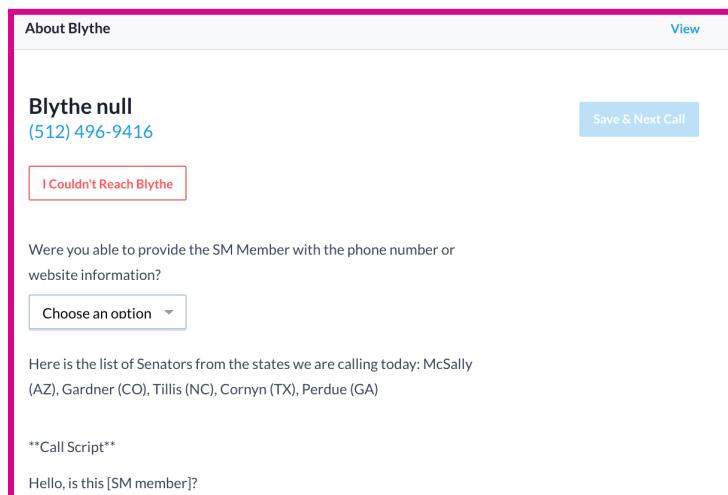
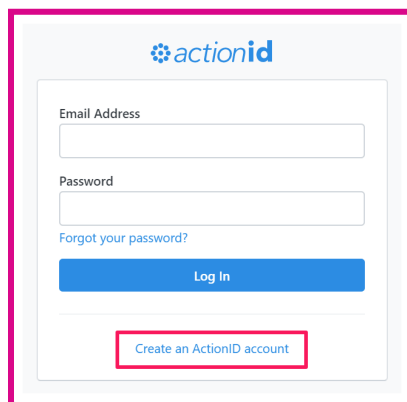
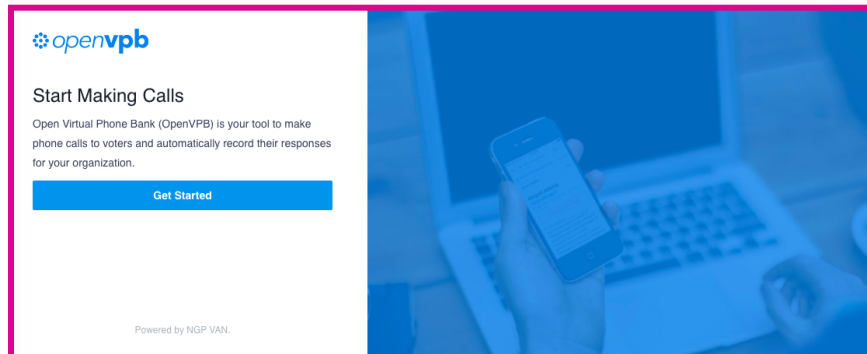
Prompting Questions (*use as many or as few as you need to have a 15-30 minute long debrief*):

- How do you feel right now?
- What was your most challenging call? What happened? How did it make you feel?
 - How could we approach this type of call differently in the future?
 - What lessons are there to learn from this experience?
- What was your best call? What happened? How did it make you feel?
- What was the hardest part about phone banking for you?
- What was your favorite part of phone banking?
- Was there anything else you wish you had known before making calls?
- How would you describe this experience to someone else?

Thank you so much for taking the time to debrief and thank you so much again for coming today. If you'd like to get more involved with Supermajority, [head to their page on Mobilize where you can see future volunteer opportunities, events, and petitions.](#)

REFERENCE IMAGES

The following are reference images you might find useful as you lead volunteers through OpenVPB:



We're identifying as many Majority Rules supporters in your area as possible.

Will you join me in pledging to support these rules and to remind everyone that we are the supermajority and the issues we care about should be front and center?

Choose an option
YES
NO
MAYBE

[IF YES]: That's great to hear!

Stephanie Noperi

(602) 578-2649

34 F

I Couldn't Reach Stephanie

- Not Home
- Refused
- Deceased
- Moved
- Call Back
- Busy
- Left Message
- Wrong Number
- Disconnected

Cancel

Save & Next Call

Stephanie Noperi

(602) 578-2649

34 F

Save & Next Call

I Couldn't Reach Stephanie

Hi! My name is _____, and I'm a volunteer calling on behalf of Supermajority, a non-profit organization that is focused on

They can look over and fill out the digital pledge form on their own

We can also fill out the digital pledge form for them if needed

Only further communication from Supermajority would be a voting reminder over text + email if they provide us with them both

[IF NO]: Are there any questions I can answer for you that might change your mind to signing on to support the pledge?

Stop Making Calls