

Texting for Ground Control (volunteer outreach)

I have sent hundreds of texts so far, and plan to continue to make hundreds and hundreds more. The point of this initiative is to connect volunteers with local phone banking events. (The volunteers have previously signed up at www.bernieanders.com to be a Bernie volunteer, so they are expecting this type of contact). There will be a feature added to ground control in the near future which will keep the people you text in a list for you so that when they reply you can pull up their information. This guide will be updated to reflect that as soon as the feature becomes available.

Here are the steps I take when I am texting for volunteer outreach;

- 1) I open up these tabs: "Ground Control" located at organize.bernieanders.com (if you do not have an account, fill in your email and a password and click "Go!" and it will log you in automatically - then that will be your login for future Ground Control access), www.phonevalidator.com, and www.google.com/voice. I also open up Word so I can save their contact information. Note: You don't have to use Google Voice, I just found it easier to send and respond to texts. You can also use your own cell phone if desired.
- 2) I look at the Ground Control tab (organize.bernieanders.com). I copy the phone number of the volunteer, and paste it into phonevalidator to see if it is a cell phone or a landline. As I only do texting, and don't make calls, if it is a landline I click "NO" under the question "Were you able to complete the call?" and click "Didn't pick up" so that their number is put back into the pool – then I submit it for a new number, and rinse & repeat until I find a cell phone number (note: around 90%+ are cell phone numbers).
- 3) When I find a cell phone number, I then look at the map on the ground control link. The small blue house icon on the map is the volunteer's location. The red flags near their house are the upcoming events. (note: the "Ground Control" tool will automatically try to connect you to volunteers who live close to you). I click the red flag closest to their house icon and the event information is displayed on the screen with the volunteer contact information.

At this point, I send this message:

“Hi Carlos! I’m Corina, a volunteer for the Bernie Sanders presidential campaign. Are you interested in attending an upcoming phone banking event on [event date, time, and location of the event I selected as close to their location]? Phone banking is calling voters in the early primary states, and is the most important thing we can do for the campaign right now! If not, you can search on www.map.berniesanders.com for other events near you! Let me know if you have any questions.”

4) I open up word and save their names, zip codes, and emails. I then click “NO” under “Were you able to complete the call?” on the organize.berniesanders.com page, under “Why not?” I say “Did not pick up,” I say “NO” under “Did you leave a voicemail?” and “YES” under “Did you send a text message?” Then submit.

If the volunteer answers my initial message saying they are unable to attend, I message:

“Okay! Would you be interested in phone banking from home? I can send you that info.”

And if they say yes, I message them,

“Please go to www.berniesanders.com.phonebank . From there, you can follow the 5 steps under “Five simple steps to start using the Bernie Dialer to call voters.” Let me know if you have any questions!”

If the volunteer answers my initial message saying they are able to attend: I go to map.berniesanders.com, enter their zip code, find the event I initially sent them, and RSVP them. I then text them, “Great! I will RSVP you now, and you should get an email shortly. Also, if you are interested, I can send you info on phone banking from home.”

This requires me to have a word document saving their names, zip codes, and emails. (NOTE: we are currently working on making this an easier process for texting!)

As a final note: If the volunteer actually asks you to send them other event options, you can go to map.berniesanders.com, enter their zip code, and see if there are any other phone banking events near them. If there are, send them those options. If there are not, you can say,

“Unfortunately, there are no other events near you. Would you be interested in hosting your own phone bank? I can help you with that! And/or I can send you info. on phone banking from home.”

If they want to host their own phone bank, direct them to www.berniesanders.com/phonebank for training on being a caller, and tell them they can scroll down to “Host a phone bank party” for hosting information.

Getting Help:

It's a good idea to join us on the CallForBernie Slack so you can discuss ideas and problems or glitches you encounter with other texters. It's the quickest way to raise an issue with other texters and to get answers about the Ground Control site from other users. Sign up here: https://docs.google.com/forms/d/1TMrM4xFagI7SqzSD5qr2VPGUIV9jopisNOnecYq9Cgc/edit?usp=forms_home

If after reviewing this information and looking at the ground control site - or while you are texting - you have questions:

Specific questions about the ground control site: email help@berniesanders.com or go to the CallForBernie Slack

For general questions about the ground control site: join us on the CallForBernie Slack

For questions about texting: join us on the CallForBernie Slack