



## ORGANIZE & MOBILIZE ACTION TOOLKIT

### Friend Banking

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This guide will help you get in touch with your friends in order to organize and mobilize for a better future for all.

Need 1x1 support? Request coaching [here](#).

## ORGANIZE & MOBILIZE

Friend banking is one of many actions that you can take to help our movement  Organize & Mobilize towards the Midterm elections and much further. We know that our generation is more powerful than those who want us powerless- the NRA and their corporate-backed politicians. In order to take them on and create a world free from gun violence, we need to organize a mass mobilization of young people ready to lead.



Specifically, grassroots organizers like yourself are the leaders of this effort. Sharing ideas that a better world is possible and that we have a constitutional right to not get shot will start conversations, but it's your job to turn those conversations into signups.

After signing up to join the March For Our Lives movement, our digital teams will be able to follow up with them by sharing literature, opportunities to take action with protests or legislation, and instructions on how to become an organizer themselves.

Before you go out into your community, check out our theory of change. It answers the question “why should I pledge to organize and mobilize?” This document was crafted by members of our team and informed by generations of activists, social justice movements, and organizers around the country. We are organizing for a future free from gun violence, but that entails *so much more* than just Universal Background Checks.

**click below to read our theory of change**

[Organize & Mobilize](#)

## WHAT IS FRIEND BANKING?

Friend Banking is a great way to mobilize your community of people and get folks involved in the fight to end gun violence. You can ask them to be a Voter Captain (a type of super

volunteer) or you ask them to pledge to vote in the upcoming midterms! All the info including sample scripts for your friend bank can be found below.



## STEP 1: CHOOSE YOUR ASK

***First, figure out what you want people to do!***

To be able to friend bank, you should first figure out what your ask is going to be. It could be one of our pre-filled asks like becoming a voter captain or pledging to vote. We also have quarterly federal policy priorities that can be found in your “Getting Started” email that can better inform your ask. You can also come up with your own to customize this action to your own community.

***Then, make a list of people to contact.***

Once you’ve chosen your ask, create your list! We recommend contacting all the people on your contact list. But ultimately, it’s up to you to decide who you’d like to contact and ask to take action! It could be a friend, a co-worker, or just someone you follow on social media!





## STEP 2: CONTACT YOUR FOLKS

***Below are some sample scripts for the two different asks we have! Feel free to customize the script.***

### **Ask them to be a Voter Captain:**

#### **Text Script:**

hii FIRSTNAME what's up!!! I'm texting you because I'm organizing on behalf of march for our lives, an organization created by young people to end the gun violence epidemic. If we are going to secure a better future for all of us, we're gonna have to fight like hell. Wanna join me and become a voter captain? It's super easy to do this work and help change the world. Here's the link! <https://mfol.us/votercaptain>

#### **Call Script:**

- Hey! Are you available?
- Hey, [PERSON]! I'm organizing with March For Our Lives. I wanted to personally reach out and tell you why I got involved [STORY OF SELF]

- AFTER SHARING YOUR STORY, invite your volunteer to share theirs. Be sure to THANK THEM for sharing. DRAW CONNECTIONS between their story, your story, and the greater movement!

As the midterms are approaching, we are reaching out to young people across the country and asking them to pledge to vote!

I'm not going to ask if you're voting- Of course you got that down!

- Young people have the power this Midterms cycle to shift the political climate and make GVP a priority again. So we're doing all that we can to ensure young voters turn out this year. We're building a nationwide team of voter captains to help us get there, can you join us?

- IF YES: THANK YOU SO MUCH! We're so excited to have you join our team and we'll be reaching out to you soon to get you started!

Fill out this form with them: <https://mfol.us/votercaptain>

- THANK them for their support and time and END CALL.

- IF NO: No worries! We're excited to get to organize with you and hope we see you at an event soon!

THANK them for their support and time and END CALL.

- IF MAYBE: Becoming a voter captain is a super fun and exciting way to get involved with March! Voter captains participate in a ton of super cool actions like crowd canvassing, pledge parties, and art builds, all trying to mobilize youth to the polls. We'll be in touch soon with more ways to get involved!

THANK them for their support and time and END CALL.

### **Ask them to pledge to vote:**

#### **Text Script:**

hii FIRSTNAME what's up!!! I'm texting you because I'm organizing on behalf of march for our lives, an organization created by young people to end the gun violence epidemic. We have a lot of tools at our disposal to use in this fight. One of them is voting. By electing leaders that aim to safeguard our democracy and threats of armed supremacy, we have the chance to continue organizing for a better world! So, can you pledge to vote with me? Here's the link!

<https://mfol.us/pledge>

#### **Call Script:**

- Hey! Are you available?
- Hey, [PERSON]! I'm organizing with March For Our Lives. I wanted to personally reach out and tell you why I got involved [STORY OF SELF]
- AFTER SHARING YOUR STORY, invite your volunteer to share theirs. Be sure to THANK THEM for sharing. DRAW CONNECTIONS between their story, your story, and the greater

movement!

As the midterms are approaching, we are reaching out to young people across the country and asking them to pledge to vote!

- Young people have the power this Midterms cycle to shift the political climate and make GVP a priority again. So we're doing all that we can to ensure young voters turn out this year. Can we count on you to vote this November?
- IF YES: THANK YOU SO MUCH! We're so excited to have you join our team.

Fill out this form with them: <https://mfol.us/pledge>

- THANK them for their support and time and END CALL.
  - IF NO: No worries! We're excited to get to organize with you and hope we see you at an event soon!
- THANK them for their support and time and END CALL.

### STEP 3: FOLLOW UP

#### ***Be persistent! Let them know how important it is that they take this action***

We know that this fight to end gun violence is not just a moral fight, it's a fight for our lives. That's why it's so important to follow up with folks about taking action to make sure that we succeed in our fight to create a better future for all. Make sure to also give them a follow up action to take- they're energized and ready to take action with us more than ever! Whether it's asking them to head to <https://marchforourlives.com/make-your-voting-plan/> to make a voting plan and pledge to vote, asking them to come to another event, or asking them to sign up to be a volunteer, **following up with a second action is a super important step to growing our movement and getting more people involved with March For Our Lives.**



March For Our Lives