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Guide: Calling for Event Turnout

Why we're calling

As you know, our grassroots movement made a big splash when we brought more than 100,000 people together to more than 3,500 organizing events on July 29th. And we organized over 100,000 people together at more than 4,000 Debate Watch Parties on October 13th. Now we want to **increase and refocus this energy** into not just Debate Watch parties but all kinds of volunteer events.

We need you to call Bernie supporters and ask them to RSVP to an event in their neighborhood.

Everyone we're calling has already told us they would like to volunteer for Bernie. **These will be some of the most fun phone calls you will ever make**, because you will be talking to awesome Bernie supporters and increasing their engagement in their community.

First, look through the following instructions. [Then, click here to sign up to start making calls.](#) Once you've signed up, bookmark the calling link you received in your email so you can keep calling later!

Getting Started

Getting started is easy!

A couple minutes after you [sign up](#), you'll get an email with a unique calling link. Follow that unique link.

Your link should lead to a calling page that looks like this:

CALL FOR

Bernie

Calling people nationwide ▾

Calls made: 0

☎ My Call List ▾

Turn Out Volunteers

This purpose of this assignment is to connect event hosts and organizers with Bernie volunteers. We're counting on you to activate volunteers — bring them into the movement through local events!

In the process, we want you to collect some information about these volunteers.

Sample intro:
Hi, my name is _____. I'm a volunteer organizing for the Bernie Sanders campaign in [your area]. I'm calling to invite you to an event to support Bernie. Can I tell you about...

- ...an event near you? OR
- ...an event that I'm organizing near you? OR
- ...some of the events near you?

If you'd like to attend, I will RSVP for you, and then you'll get an email reminder before the event.

Name — ██████████

Phone: ██████████

Email: ██████████

Location: San Francisco, CA 94114

Local Time: 10:21 PM

Submit

Upcoming Events:

[Bernie Tabling @ Castro Farmers Market](#)

Nov 11th 2015 4:00pm

Castro Farmers Market
Market St. @ Noe St.
San Francisco CA 94114

Join me at the Castro Farmers Market! I've got a table, tons of house signs, bumper stickers, and pins for sale, some great literature to hand out, and a volunteer sign-up form. I could use a hand, so join me if you can, and stock up on fresh produce while you're at it :) This is a great way to get ...

[DNC2 Debate Party](#)

Nov 14th 2015 5:30pm

At the top of your calling page you'll see general instructions, followed by our recommended introduction. This script is a simple suggestion, you are encouraged to phrase things in a way that you feel most comfortable.

Below that, you will see your first volunteer to call. You'll see some basic information about the volunteer, including their name, phone number, email, and location. On the right side is a scrolling list of nearby events.

Below the script, you'll find several questions, along with our **Prime Directive**. *By using this tool, we are able to **RSVP for the people we are calling**, in order to save their spot at a local event.*

Before you start, click on the first event. We want the next page to look like this:

THE DETAILS

Feel the Bern in Cambria Heights, NY

We are gathering to watch and support Bernie together, to discuss ways of spreading the word about him and involve people from the neighborhood in political revolution.

TIME:	Saturday, November 14, 2015 7:00 PM - 10:00 PM EST
	ADD TO CALENDAR
HOST:	Raicho Markov
LOCATION:	Queens, Cambria Heights (Cambria Heights, NY) 120-15 233rd St Cambria Heights, NY 11411
MAPS:	GOOGLE MAPQUEST YAHOO!

OTHER SIGNUPS

11 people have signed up to attend this event
The capacity limit is 15 attendees.

RSVP to this Event

WILL YOU ATTEND:

Yes, I will attend. ▼

HOW MANY ATTENDEES TOTAL:

1

(incl. yourself, RSVP maximum 8)

YOUR FIRST NAME:

YOUR LAST NAME:

EMAIL ADDRESS

POSTAL/ZIP CODE:

[NEXT >>](#)

If you don't see the empty form pictured here, click the Logout button on the top right. The page should automatically redirect back to this empty form. If you still

don't see this empty form, it may help to clear your cookies or try a different browser.

In order to RSVP for the person you're calling, it will take some cypypasting! We hope to remedy this, but for now, open the nearby event of their choice in a new tab. This will allow you to copy and paste their name and email into the RSVP form.

Pro Tip: People often screen calls from an unfamiliar number, but will be eager to talk to you when they know you're calling for Bernie. **Identify yourself as a volunteer for Bernie** within the first few seconds of every call (and voicemail).

If you don't make voice contact, two check boxes let you report to us whether you've left a voicemail or sent the volunteer a text message. We encourage you to direct people to map.berniesanders.com to find a local event and RSVP, or **Host an Event** (the big red button, top right).

Key Feature - Your Call List

All the people you've called but have not reached are on your "Call List" in the top right corner. Click on the menu to see a list of your calls. **If a volunteer calls you back, use your Call List to return to the form and add new information.**

There are two **Submit** buttons on the calling script — one near the top and one at the bottom. Both serve the same function: by clicking either, the data you input goes straight to us.

Frequently Asked Questions

Here are some important questions you might have — and their answers:

Q: How will I know what to say?

A: Just say something like this: “Hi <name>, my name is Zack and I’m a volunteer for Bernie Sanders! How are you doing today? GOOD! I’m doing good too.. so, today I’m calling a list of Bernie volunteers to encourage you to plug in with local teams at volunteer events. Have you seen the big map at MAP DOT BERNIE SANDERS DOT COM?” The app will show the volunteer’s nearby events on the right margin and give you an opportunity to begin the conversation. **Our goal is to increase RSVPs for existing events.**

Q: Is it okay if I place calls through a service like Google Voice or Skype that won’t display a phone number to the person being called?

A: Yes! But it’s not necessary, unless you still have limited minutes.

Q: It says I’m done with the assignment. What’s going on?

It’s probably before 8:30 AM EST, or after 9:30 PM PST! Our system is sensitive to time zones and won’t assign you a new volunteer if it’s before 8:30 AM or after 9:30 PM for them.

Q: What happens if I don’t reach someone?

A: More often than not, you won’t reach a volunteer on the first try. This doesn’t mean you should give up! Remember, you are calling Bernie supporters who should be excited to hear from you. Try leaving a voicemail.

Q: What kind of voicemail should I leave?

A: “Hey <name>, my name is Robert, I’m a volunteer for the Bernie Sanders campaign! Today I’m calling a list of people to maybe try to get you involved in the Bernie events near you. I want to give you a real simple web address: *MAP DOT BERNIE SANDERS DOT COM*. And when you go there, it’ll pull up a big map of the United States and you can see the thousands of events already happening, and you can also zoom in to where you live and find events that are happening nearby! So we hope you will go there and get more involved! Thanks so much for your support!!”

Q: I think I’m done with this call. How do I get off the phone??

A: "Thank you so much for taking the time with me today! And remember to bookmark the BIG MAP and check it often, we are adding events *all the time!* Thanks again, take good care, bye-bye!"

Q: When should I call?

A: There's no way for us to predict exactly the right time for you to call any specific volunteer. With the exception of very early morning and late at night (after 9:30 PM), feel free to make calls on your schedule. The worst that happens is you don't reach the volunteer, in which case they can review your voicemail and/or text on their own time.

Please be aware of time zones while you're making calls. The volunteer's current time is visible on the calling page. Our system will only issue new volunteers to you who are in the appropriate time zone for when you're calling.