

Precinct President's Guide



Welcome

Thank you for serving as a party leader!

Democrats cannot win in South Carolina without grassroots support that starts at the precinct level. You are now a leader on the front lines of a battle to change the direction of our county, state and country. The work that you do in the months and years ahead will not only lead to measurable results on Election Day, it will also build a lasting relationship between the Democratic Party and the people who live in your neighborhood.

What does a Precinct President do?

The primary responsibility of a Precinct President is to identify potential Democratic voters in their precinct and ensure that they have the information they need and that they vote for our candidates on Election Day. Here is a top-level overview of key responsibilities:

- **Maintain and update data** related to your precinct that is provided by the Charleston County Democratic Party
- **Identify key Democrats** who can help you organize your precinct
- **Establish relationships** with as many voters as possible in your precinct and identify potential Democratic voters
- **Keep your neighbors connected** to the party and its candidates
- **Create and execute a plan** to get your potential Democratic voters out on Election Day

This guide is designed to help you achieve these objectives in a manageable way – and hopefully have a little fun in the process.

The Basics

What is a voting precinct?

A voting precinct is the area that votes at a particular location, usually a school or community center. In Charleston County we have **182 voting precincts at 90 locations.**

Why should we organize a voting precinct?

To win elections. Elections in South Carolina are generally close enough that the winner is determined by whoever does the best job of getting folks to turn up at the polls. This takes a lot of knocking on doors, calling people and spreading the word. Organizing voting precincts ensures that we have networks of people willing to help out with this work in every single voting precinct in the country.

Wouldn't it be better to focus on individual campaigns?

Leaving the work of political organizing entirely to the campaigns puts enormous pressure on candidates to create their own organization and infrastructure from scratch. This makes it hard to recruit candidates and puts them at a disadvantage in the election. Only the party can build and maintain an organizational structure that endures between campaigns.

Is precinct organizing the right way to win elections?

Organizing at the precinct level is effective because people are generally more willing to get involved in their own neighborhoods with people they know. The precinct system breaks down a potentially overwhelming project into manageable tasks. It also ensures that we have organized Democrats in every single neighborhood in the country, not just traditional Democratic strongholds.

Getting Started

Let's take a walk (or ride)

Before you do anything else as a Precinct President, it helps to scout out your precinct from boundary to boundary. Even if you know the entire area like the back of your hand, take a moment to look at it with a different set of eyes.

Take notes about:

- **Density** Which streets will be the most time-consuming when going door-to-door? Are there apartment buildings with lots of doors?
- **Accessibility** Are there areas where you will need to reach voters in a different way because they are behind a gate or have dogs in the yard? Are there streets you'd rather visit with a team? Make notes of specific addresses or areas that seem problematic.
- **Landmarks** Are there parks or businesses that are suitable for neighborhood activities? Are there easily recognizable spots to use as meet-up points when canvassing?

As you explore the area, try to break it up into smaller chunks that will be assigned to specific volunteers called **Block Leaders**. The size of these chunks will depend a lot on how many volunteers you can find within your precinct, but it is ideal to keep the chunks small enough that they include fewer than 200 voters. Approximately 100 households is ideal.

In addition to geography and density, consider other relevant factors. Does a certain area all fall within a homeowners' association? That would be ideal to assign to a volunteer who is a member of that association – you might want to try to keep it all in one chunk.

Precinct Data

Introducing Votebuilder

Although you may choose to organize data for your precinct in whatever (secure) way is comfortable for you, the party maintains its data in a system called Votebuilder. Although you may not have direct access to Votebuilder (there are a limited number of people allowed to have access at a given time), you will be assigned a specialist who can access Votebuilder on your behalf and get you any data you may need to do your work as a Precinct President. You will also need to provide your specialist with the important data you collect from your precinct so that it can be effectively used by all of our Democratic candidates.

What data is important?

Our goal with precinct data is to identify and collect contact information for all Democrats and persuadable Independents in every precinct. We also want to identify Republican voters so that our campaigns can save money on targeted mailers and our volunteers can be more efficient with GOTV (“get out the vote”) efforts.

Since South Carolina does not register voters by party, our most important data is **Party Status**, which is broken down as:

- **Strong Democrat** Will turn out and vote for our candidates with little to no effort on our part
- **Leans Democrat** Will almost certainly vote for our candidate, but we will need to invest effort in ensuring that they vote
- **Independent** There is a reasonable chance this voter will support our candidate, but we need to educate them about our candidates and their positions
- **Republican** This voter is not inclined to consider our candidates and it is best not to remind them there is an election by knocking on their door

Other important data

The other data we collect will depend on the party status of each individual voter. You may choose to collect different data depending on your plan for getting out the vote, but what follows is a good list of data points for each type of voter:

- **For Strong Democrats**

1. **Contact Preferences** Can we email this voter about meetings? What about text messages? Make sure they also have all of your contact information and know how to contact the local party and clubs.
2. **Volunteer Status** Will this voter consider volunteering? If so, what sorts of things are they interested in helping with? CCDP will provide you with a detailed volunteer signup form.
3. **Top Issues** If they won't fill out the volunteer form (which asks about issues), see if they will talk to you about the issues that matter to them. You might be able to discern this information from your discussion without even having to ask directly.

- **For Leans Democrats**

1. **Contact Preferences** Can we email this voter about elections? What about text messages? Make sure they also have all of your contact information and know how to contact the local party and clubs.
2. **Are they registered to vote?** Be prepared to help them register or look up their status/change their address if they've moved recently.
3. **How do they vote?** Does this voter ever vote early? Do they need a ride to the polls? Do they always vote at a certain time?

- **For Independents**

1. **Contact Preferences** Can we email this voter about meetings? What about text messages? Make sure they also have all of your contact information and know how to contact the local party and clubs.
2. **Top Issues** See if they will talk to you about the issues that matter to them. You might be able to discern this information from your discussion without even having to ask directly.

- **For Republicans**

1. **Verify their name** You should always begin every interaction by asking for the voter our data says is registered at the address. If the voter is not on your list and indicates that they are a Republican, consider offering to remove them from our list: “I’m so sorry to have troubled you – can I get your name so that we make sure to remove you from our list?”
2. **Household** After asking if they’d like to be removed from the list, consider following up in a lighthearted way: “Is there anybody home who might want to be on our list?”
3. **Confirm the address** If the voter is not currently on your list of registered voters, make sure to note the address and name so that you can note that they are a Republican when the next batch of voters gets entered.

How will I get this data?

There are a number of ways to approach the mammoth task of collecting and maintaining this data for your precinct, and many of these methods will be covered in subsequent sections. The most important thing is that you **do not try to do this all by yourself**. Your first priority is to build the team of volunteers, friends and neighbors who will help you be successful.

Building a Team

Leaders need a team to be successful

The job of organizing a precinct and ensuring that every possible Democratic voter makes it out to the polls is too difficult to manage all by yourself. Your most important job is to find, train and manage a small group of volunteers that can help you organize your precinct and turn out your voters on Election Day.

At a bare minimum, you will need one reliable volunteer for each division you created on your precinct map to serve as its **Block Leader**. They will help you with a number of tasks, but their primary function is to ensure that every targeted voter in their area of your precinct makes it out to vote.

Finding volunteers

The best volunteers are people that you already have a relationship with that also live in your precinct. Next, you should consider friends who may not live in your precinct, but would be motivated to help you in your efforts. You should also request a list of active Democrats in your precinct from your Votebuilder specialist. Start by scanning the list for names that you know. As you find volunteers, have each of them scan the list. People are most likely to join your efforts if they have been asked by a friend or acquaintance.

Next, plan an event where you will go door-to-door – or host a house party or phone bank – and reach out to all the potential volunteers you have identified to see who is able to help out. You may not find all the volunteers that you need on the first try, but repeat this process with each subsequent activity until you have a roster of Block Leaders and support volunteers that will allow you to be successful in your efforts. And don't forget to have each person you find look through your list for friends – it should be one of the first things every new volunteer does.

Meeting Your Voters

Start early, repeat often

The key to being a successful Precinct President is to get to know all the potential Democrats in your precinct. That doesn't mean that you literally know them all yourself, or even that you have met the majority of them in person. It simply means that through the activities you organize, you have amassed the data you need to know who our voters are and what will need to be done to get them to vote on Election Day.

The biggest mistake Precinct Presidents make is waiting too late to start the process of organizing their precinct and then disappearing between election cycles. Voters notice if the party only shows up when it wants something. If the party engages with voters all year long, it feels more like a relationship and less like a transaction. It also means that you have a lot less work to do in the already busy time before an election.

Door-to-door canvassing

The most common method of meeting the voters in your precinct is to knock on doors. Chances are, you've volunteered to go door knocking at some point in your life, but here are some tips that are helpful to remember whether it is your first time or thirty first time:

- **Start with Votebuilder** No matter what the purpose of your canvass is, ALWAYS start with walking lists from Votebuilder. Remember that we are ultimately working to put the data we collect back into Votebuilder, so it needs to match up with the existing data in order to be useful.
- **Wear something that identifies you** Make sure every volunteer has something to wear that makes it readily apparent they are with the Democrats. A campaign t-shirt is ideal, but you can reach out to the party for alternative items that folks can wear. We want Democrats to know why we are there so they are more likely to engage with us.

- **Ask for the voter** Begin every interaction by asking to speak with the voter that appears on your Votebuilder list. If there are multiple voters, ask if “Dick or Jane So-and-So” is available. In all likelihood, you are either speaking to the voter or they have moved. Both outcomes provide very useful information. If the voter you are meeting is not on your list, make sure to get accurate information (write clearly) that can be put back into Votebuilder.
- **Be yourself** You will often get a script (or write one yourself) when you go canvassing. Don’t be afraid to be yourself. As long as you cover the necessary information, you should feel free to speak as you would whenever meeting someone new from your neighborhood. Polite small talk can be very beneficial in getting people to respond candidly: “It’s so nice to finally meet you – I live right down the street and I’ve always loved your garden.”
- **Be prepared** When planning a canvassing event, think through all the variables and be prepared to provide whatever might be needed. Do you have campaign literature? Voter registration forms? Stamps for the voter registration forms? Volunteer sign up forms? Literature about meeting times for the local party and clubs? If you are tech savvy, there may be options to provide sign up forms on iPads or other mobile devices. Check with the County Party if you are interested in a more digital approach.
- **Try different times and days** You may find that you have the most success on Saturday afternoons – or it might be weekdays after dinner. Each neighborhood is different, so be sure to test out several different times before getting frustrated. Don’t expect to finish reaching all your voters in one try. It will take many, many rounds before you have reached most of your voters. Think of it as an ongoing process rather than a scheduled activity.

Neighborhood events

Does your area have a neighborhood association? Are there block parties during certain holidays? Pot luck dinners or fund raisers for the local school? All of these are key opportunities to meet the people who live in your precinct. If you are not a social butterfly, invite a volunteer who loves socializing to join you.

You'd be surprised how much you can discern about a person's likely party affiliation from a little small talk. Even if you don't discuss politics or issues, make sure to get an idea of where people live in your precinct so that you can be the person who knocks on their door during the next round of canvassing.

Hosted events

If knocking on doors fills you with dread, why not drop off invitations instead? Host a Democratic event at your house or a neighborhood park and be sure to invite every household you haven't identified as Republican. Here are a few ideas to get you started:

- **Candidate Meet-and-Greet** The County Party can help match you with a candidate or elected official
- **Potluck Fundraiser** Host a small-dollar fundraiser for the county party, a candidate, or an issue that is important to you
- **Neighborhood Picnic** This one is perfect for hosting in a park when the weather is nice
- **Community Meeting** If there is an issue that needs addressing in your community, why not host a meeting to discuss it? Not only will you meet like-minded folks, you might even make the neighborhood a better place to call home.

Phone banking

Your lists from Votebuilder will have the telephone number that was used to register to vote. In many cases, these numbers are land lines that were long ago disconnected or phones with Caller ID that never get answered for unknown callers. That said, you can still get lucky from time to time. Although phone banking is no longer a great primary strategy, it can be very useful for connecting with voters that you haven't been able to reach through other means.

Social media

As phone banking is starting to become ancient history, social media is fast becoming the voter outreach method with the most promise for the future. Unlike phoning, however, it's not advisable to go around "friending" every complete stranger you can find on Facebook who lives in your neighborhood. Social media requires some strategy and a bit of legwork. Although there is no straightforward method that will guarantee success, we have included a social media tip sheet in this kit. Here are some ideas that will get you started:

- **Pick the platform you're comfortable with** While it is true that certain platforms are better than others for the purposes of political networking, you are likely to have the most success on the platform you are most comfortable using. Just be sure it is capable of doing what you need it to do. Instagram might not be the best choice for a neighborhood chat group, for example.
- **Create a profile or group about your neighborhood or a local issue** Don't use your personal accounts for the purposes of networking. The goal is to get people to "follow" or "like" you without having met you. This is much easier to do with something like a "Park Circle Neighborhood Chat Group" on Facebook.
- **Promote your social media program** Door hangers can be an easy way to promote door-to-door, just remember that it is illegal to post anything to – or place anything inside of – a mailbox. This can be a great thing to do as part of a traditional door-knocking activity that allows you to reach folks who aren't home.

Staying Connected

Keeping up with your voters

As you can imagine, keeping your data up-to-date requires a lot of ongoing maintenance. Here are a few tips to help you be successful:

- **Plan canvassing during the “off-season”** Not only does this make it more manageable to keep data current, it shows that the party is involved in the area even when it isn't time to ask for votes.
- **Be a busybody (or befriend one)** There are all kinds of clues that can tip you off to a change in your neighborhood's voter rolls. A moving truck is an easy one. If you're not the type to ask nosy questions, it's easy to become friends with someone in your neighborhood who excels at it. They're usually all-too-happy to share the latest comings-and-goings with a neighbor.
- **Be sociable** Go to the neighborhood association meetings; chat up a neighbor on the street; make a point to stay involved in your community.

Keeping your voters connected to the party

Make sure your voters are invited to Democratic meetings and don't forget to represent them at those meetings yourself. Report back to the other leaders in the party when voters in your neighborhood express ideas, requests or frustrations. A great Precinct President gets all their voters to the polls on Election Day. A legendary Precinct President gets their voters to become directly engaged with the party through meetings, events and volunteer activities.

Election Planning

Every neighborhood is different

Entire books have been written on campaign strategy for getting out the vote on Election Day. What works is different for every neighborhood because every community has its own unique set of advantages and challenges. The most important thing you can do is remain flexible and not be afraid to try different approaches. You may find that one approach works best for one part of your precinct and a completely different approach is required for the rest.

Think like a chess player

In chess, you have a limited number of pieces with their own strengths and weaknesses and the obstacles on the board are often unique to the game at hand. In fact, they change constantly as the game is played, as do the number of pieces under your control. This is not all that different from a political campaign.

- **Start with your volunteers** How many reliable volunteers do you have at your disposal? What hours are they available on Election Day and leading up to it? Are they outgoing? What is their level of mobility? Does one of them have an asset that can be utilized to get out the vote? In one campaign during a presidential year, a volunteer had an RV with speakers mounted to the outside. We were able to plaster it with signage and ride around key neighborhoods playing music to remind people it was Election Day. As you start to make a plan, take into account every volunteer you have available and carefully consider what unique benefits they offer to your effort.

- **What are the obstacles on the board?** Look at your data from previous elections. Are there obvious pockets in your precinct that had lower turnout than others? Are there neighborhoods that trend very Republican where it might be a bad idea to accidentally activate opposition voters? Are there areas with a large Spanish-speaking population that will require special skills to mobilize? Each precinct is different and it is essential that you know everything possible about yours to effectively plan for how to approach it.
- **Where are the opportunities on the board?** Just as each neighborhood has challenges, they also have inherent strengths. A suburban neighborhood with lots of yards might be best targeted with yard signs. You'd be surprised how many Democrats come out of the woodwork when they see a friendly sign in a neighbor's yard. If the area is urban with busy streets, it might be worth mobilizing volunteers along the sidewalk with signage during rush hours to remind people it is Election Day. Do folks sit on their porches a lot in the afternoon? Is there a park where everyone walks their dog? Any feature of a neighborhood that facilitates communication can be an asset.

Do your homework and be prepared

Study the last similar election. Remember that a presidential election is very different from a mayoral race. Pick the most recent election that is most similar to the one your facing to look at the best data. Do you have lots of unregistered voters? Do you have lots of Republicans? Make a plan based on overcoming the obstacles that are specific to your area based on the data you have. As you build your plan and execute it, keep in mind what resources you will need as you go. If your plan requires money to execute, consider taking donations at the next house party you are organizing. If your plan involves registering voters, be sure to dedicate the resources to turn them out on Election Day. If your plan involves printed materials like signs, secure those as soon as possible so the coordinated campaign has a sense of the demand and supply in time to be effective.

Get Out the Vote

Rule one: don't try to do it all yourself

After all the planning and preparation, it is finally Election Day. At this point, you should have all your volunteers trained and ready to execute your GOTV strategy. Be very careful of the responsibilities you give yourself on Election Day. If you have more than a few volunteers, there is a good chance that you will be needed to answer questions and resolve the situations that arise as they go about their activities. If you are not free to deal with these situations, you can delay multiple volunteers from being able to do their important work.

As leaders, we sometimes feel guilty if we are not doing enough of the work ourselves, so we load ourselves up with tasks. Avoid that instinct. Your availability to address problems will pay dividends exponentially because you will be enabling everyone else to work efficiently. Find tasks for yourself that you can easily drop at a moment's notice without causing disruption.

What are some good strategies for getting out the vote?

This is by no means an exhaustive list, and some strategies might be ideal for one area and completely impossible somewhere else. Feel free to latch onto the ones that make sense and disregard the ones that are not ideal for your situation.

- **Canvassing** If an area has low turnout, keep knocking on those doors until each targeted voter has gone to the polls. Create a plan to track which voters have been reached so that efforts are not duplicated.
- **Phone banking** This can be much more efficient than the phone banking efforts at campaign headquarters if you do some work in advance. Purge your precinct's list of bad numbers in advance of Election Day and narrow it to targeted voters with working numbers.

- **Text messages** If targeted voters have given you permission to text them (it is important to ask when you collect cell numbers), you can remind them to vote and ask them to please respond via text when they have done so.
- **Poll tracking** This one requires lots of planning and volunteers, but it can supercharge your GOTV efforts if you can pull it off. Start by determining how many different precincts vote at your polling place, then determine how many check-in subsections there are (usually broken out by sections of the alphabet, like A-G, F-S, etc). Coordinate with your fellow precinct presidents to have one volunteer stationed at each check-in subsection with multiple copies of your list of targeted voters (or, even better, a digital version). As each voter checks in, they will be tasked with marking them off of their list(s). At set points throughout the day, the lists are picked up by your volunteer team so that they can focus their efforts where they are most needed. Depending on your precinct, the coordinated campaign may already be planning this activity, so work with them to not duplicate efforts and share results. Also, ensure that you follow the election laws that govern how many people may be present and what they are allowed to do at the polling place.
- **Holding signs** If your area is heavily Democratic with lots of street traffic, it might be beneficial to direct volunteers to hold signs along the sidewalk, especially early in the morning when people are headed to work and it is too early to call or knock on doors.
- **Offering rides** It may be necessary to give certain voters a ride to the polls. This is best done through advance planning as you identify voters. There may be a similar service offered by the county campaign headquarters, so be sure not to duplicate efforts and be prepared to direct your voters to the resources that are already in place.

Have some fun

Election Day is exciting, but it can also be stressful. If you seem to be having a good time, there's a good chance your volunteers will, too. Find the fun in everything you do. We're all working together to make our country a better place, and there's a lot of joy to be had when you're making good things happen.

Be ready for next time

As you manage the excitement of Election Day, don't forget to keep notes on the things you learn. Share what has worked and what needs improvement with other party leaders. Maybe something you encounter will be part of the next version of this guide. Maybe you'll move on to a different leadership role in the party and the next Precinct President will benefit from your first-hand experience.

Make a plan with your fellow Precinct Presidents to have a meeting to discuss what you have learned after the election is over.

Resources

- GOTV checklist
- Social media tips
- Sample canvassing script
- Sample phone banking script

Resource Links

All of these resources are available at charlestdemocrats.com/precincts

- Printable volunteer sign-up form
- Printable event sign-in sheet
- Printable canvassing tips sheet (for volunteers)
- Downloadable Precinct Maps

GOTV Checklist

1 MONTH OUT FROM ELECTION DAY

- Finish updating your voter data by conducting phone banking, events and canvassing initiatives.
- Make sure your Votebuilder liaison has added all the data you've collected back into Votebuilder
- If you helped people obtain absentee ballots, follow up to make sure they have been sent back in.
- Plan out what your activities will be for Election Day. Will you be making some calls/emails/texts to known friendly voters with a reminder? Maybe you'll have some folks holding signs along a busy street? Whatever you plan to do, now is the time to get specific.
- Decide how many volunteers you will need to execute your plan and start recruiting

1 WEEK OUT

- Share your plans with the County Party HQ and make sure efforts are not being duplicated and/or there aren't ways to work together for more efficiency
- Create a schedule for your volunteers so that they know what is expected of them.
- Create any materials that you will need for your efforts. This could mean obtaining literature, making or obtaining signs, printing voter lists for your volunteers to work from, etc.
- Create a document or email to your volunteers with answers to important questions, like:
 - Who to contact if someone needs a ride to the polls
 - Who to contact if there is a problem at a polling place
 - What documents voters need to present at the polling place

ELECTION DAY

- Make sure you contact every identified Democratic voter in your precinct in some way - text, call, email or knock.
- Check in with the operation at the County Party HQ to make sure they do not have needs that your volunteers can help with.
- Make sure every volunteer has the materials they need to complete their activities.

AFTER THE ELECTION

- Make a list of things you learned that could be improved (or repeated) in the next election
- Share your list with other precinct leaders in the Facebook forum

Social Media Tips

Social media presents new, powerful and rapidly evolving tools that can help build volunteer participation in your precinct and support for Democratic causes.

Always stop, reread, and consider before hitting “Post.” Once something is published, it can never be completely erased.

Focus your posts on local and state candidates and issues. Avoid inflammatory speech.

Getting Started with Facebook

- Create a **Facebook page** for your precinct, with initial profile and cover photos/images. If you have never set up a Facebook page before, reach out to a friend or fellow precinct president for help.
- **“Pin”** a post to the top of the page with policies for what is shared.
- Ask precinct volunteers to **“like”** your page and to **“share”** postings.
- Post frequently when you have an activity coming up. You can create a separate **event page** and use it for RSVPs. Take photos during the event and use them in a post-event update.
- If possible, include a photo or graphic image with every post. It increases viewing.
- Keep your text brief – 30 words or less with a photo/graphic/link, 100 words or less if plain text.

Facebook Posts

Post about local, state and national political issues, Democratic candidates and elected officials, volunteer opportunities, and precinct or Democratic Party activities. For example, you can:

- Announce what your precinct and the county party are doing to elect Democrats
- Share posts by local, state and national Democratic candidate campaigns
- Highlight what current Democratic office holders are accomplishing
- Hold Republicans accountable for the injurious impact of their policies, legislation
- Share relevant online media articles

Getting Started with Twitter

- Choose a Twitter Handle that easily identifies your precinct. Set up profile and cover photos or graphics.
- Write a short bio that sets expectations for what you'll be tweeting about.
- Our advice is to focus your posts on local state candidates and issues. Avoid inflammatory speech.
- Twitter is especially suitable for sharing links to volunteer and event pages, press releases, and other resources.
- “Retweeting” in Twitter is like “Sharing” in Facebook.
- The “what” of Twitter is pretty much the same as for Facebook except more compact (there is a word count limit).

Other Social Media Options

- **Instagram** is good for sharing photos and images of your events. If you are graphically inclined, you could create “**memes**” to share, as well. Engagement can be very high on Instagram (lots of people love to flip through images) but interaction and calls-to-action are less suited to this platform. If you choose to use Instagram, it should probably be used in conjunction with Facebook or Twitter for more engagement.

OPTIONS NOT RECOMMENDED AT THIS TIME:

- **Snapchat** is geared toward content that is temporary and is not recommended at this time for use as a precinct organizing tool.
- **Meetup** can be useful if you plan to have frequent meetings and events, but it costs money to post events. For this reason, we recommend using the Events feature on Facebook instead of Meetup.
- **YouTube** is a very popular platform, but unless you are a video/multimedia enthusiast, it is probably too difficult to use this tool as part of your organizing efforts.

Sample Canvassing Script

Hi! Is [VOTER NAME] home? (If there are multiple voters at the address, ask “is [VOTER 1] or [VOTER 2]” is available)

I'm [YOUR NAME] and I'm volunteering with the Charleston Democrats. We're out today to make sure everyone knows about the election on [ELECTION DATE]. Are you planning to vote?

IF YES:

Great. Have you decided if you'll be supporting any of our Democratic candidates this cycle?

IF YES:

That's great - it's always nice to meet another Democrat in South Carolina. Do you get our newsletter about meetings and events?

Can we help you request an early voting ballot or would you prefer a reminder on election day? We can do phone, email or text message.

Have you ever thought about volunteering?

IF NO:

We have some great candidates this year. Do you mind if I leave some information about them?

IF RECEPTIVE:

Thanks! Are you already registered to vote at this address?

We vote at [LOCATION] - can we give you a reminder to vote on election day? We can do phone, email or text message.

IF APPLICABLE:

Does anyone in your home need a ride to the polls or help getting an early voting ballot?

Thanks so much for taking some time to chat with me today - I really appreciate it.

NOTE: This script is a very loose guide. With any luck, the voter will be talking more than you are. Don't worry about the script so much if they start chatting, just enjoy the conversation and look for opportunities to get answers to the questions you need to ask. Ultimately, your goal is simply to find out if the voter is a potential supporter and collect as many means of contacting them as possible, preferably permission to be texted and/or an email address.

Sample Phone Banking Script

Hi! Is [VOTER NAME] home? (If there are multiple voters at the address, ask “is [VOTER 1] or [VOTER 2] available?”)

I'm [YOUR NAME] and I'm volunteering with the Charleston Democrats. We're calling to make sure everyone knows about the election on [ELECTION DATE]. Are you planning to vote?

IF YES:

Great. Have you decided if you'll be supporting any of our Democratic candidates this cycle?

IF YES:

That's great - it's always nice to meet another Democrat in South Carolina. Do you get our newsletter about meetings and events?

Can I help you request an early voting ballot or would you prefer a reminder on election day? We can do phone, email or text message.

Have you ever thought about volunteering?

IF NO:

We have some great candidates this year. Do you mind if I send you some information about them?

IF RECEPTIVE:

Thanks! Can I get an email or mailing address to send that?

Are you already registered to vote at this address?

It looks like you vote at [LOCATION] - can we give you a reminder to vote on election day? We can do phone, email or text message.

Does anyone in your home need a ride to the polls or help getting an early voting ballot?

Thanks so much for taking some time to chat with me today - I really appreciate it.

NOTE: This script is a very loose guide. With any luck, the voter will be talking more than you are. Don't worry about the script so much if they start chatting, just enjoy the conversation and look for opportunities to get answers to the questions you need to ask. Ultimately, your goal is simply to find out if the voter is a potential supporter and collect as many means of contacting them as possible, preferably permission to be texted and/or an email address.