

**WOMEN'S MARCH
POWER TO THE POLLS
CALL YOUR SISTER
ONE PAGER TOOLKIT**

It's up to women to call our sisters and encourage them to vote; to make sure all women know how impactful their votes are this election cycle. Women's March will spend all of October—the final month before the midterms—phonebanking and getting out women's votes and using the power of sisterhood to do it.

STEP ONE: GETTING ON THE MAP

Congratulations! You have already completed step one by signing up to lead a Call Your Sister event in your community. You should be receiving a call within 24 hours from a member of the Women's March GOTV team to confirm your event details. Once we have your details on lock, you'll see your event live on the map. Now you're ready to start building your event plan!

STEP TWO: RECRUITING VOLUNTEERS

The more sisters you have on your team the more successful your event! You will want to begin recruiting volunteers right away. If you are a Women's March chapter or active huddle, we suggest getting together with your group, calling through your members and signing them up to volunteer. If you are not in an active group, that's okay, too. Start by recruiting from your friends, family and coworkers.

STEP THREE: GETTING YOUR LISTS

Having the freshest voter data will help make your phone bank successful! When you signed up you gave us important strategic information for crafting your phone bank call lists of registered voters. We will send the list as well as a script to you by email 5 days before your event. If you would like to get additional call lists, please schedule a strategy consultation by emailing GOTV@WOMENSMARCH.COM.

STEP FOUR: VOLUNTEER CONFIRMATION CALLS

Making sure your volunteers show up is essential to the success of your phone bank! We suggest calling through your recruited volunteers to confirm them before the scheduled phone bank event. You will want to call each of them at least twice before the event, once for a reminder and a second time to confirm their attendance. On the day of the phone bank if any volunteers don't show up, after you get everyone started, call the "no shows" right away. They may need help getting there or better directions because they got lost, but either way a good "no show" call increases their attendance the next time.

STEP FIVE: CALLING YOUR SISTERS

It's time for voter contact action to Get-Out-The-Vote! As above-mentioned, we will provide scripts for your callers to use that will be sent with your call lists 5 days before your event. If you have specific script needs like calling for a particular candidate, ballot initiative or want to use local messaging please email GOTV@WOMENSMARCH.COM and request a script development consultation.

STEP SIX: TALLY, DEBRIEF AND RECOMMIT

A good tally and debrief helps people see their collective power and increases their chances of volunteering again! When the phone bank is finished ask each caller to complete their tally sheet, collect them and begin the debrief. Debrief allows your volunteers to have input and helps organizers learn how to get better at managing phone banks. Use these debrief questions: 1) What would you do again? 2) What would you do differently? 3) What surprised you? During the debrief have someone combine the tally and before everyone leaves announce how many voters you contacted together so everyone can see the collective power of many.