



THE ARIZONA GROUND GAME

Active Citizenship ★ Public Policy Education ★ Neighborhood Building

www.azgroundgame.org

Phone Calling For Project 11 - What Is Your Superpower?

PHONE-CALL-PHOBIA

Do any of these sound like something you would say:

"I'm uncomfortable calling people."

"I'm just plain afraid to do it."

"I'm not good on the phone."

"Nobody answers - it's a waste of time."



Each of the above quotes could have been anyone at one time or another. But we hope to convince you that even if you feel that way now, we know that you'll meet the challenge, especially in this particular election, to make some calls. Here's what we hope you'll consider:

- 1) Introverts may make the best phone bankers.** If the idea of getting on the phone makes you uncomfortable or scared, know that it can be overcome. And if there was ever a time to go outside of your comfort zone in order to achieve a valued goal -- this is it. And you've already done it in so many ways. Think where we were just a few years ago. How many of us ever attended a protest before? Or joined a political action group? Or hosted a letter-writing party? These were all new to many of us, but we took the leap because **we knew how high the stakes are**. Making calls, may be initially awkward, but it is a very doable step. It gets easier, and for some, it even becomes fun. **So don't over think it. Just do it.**
- 2) It may feel like it's not that effective or efficient, but it is...**especially since we are reaching out at least 3 times to the same person. Research shows that like knocking on doors, the personal contact made through phone calling is very effective for persuasion as well as GOTV. In addition, by calling voters, we can help validate phone lists so that campaigns can be more efficient when it comes to GOTV weekend. Finally, now that Covid-19 is upon us, more people are home and more likely to answer their phones. Of course, some will not pick up & the message we leave will be heard. If you have a special way that you say hello or end a conversation, please feel comfortable to distinguish yourself on these phone calls. The 2nd time and 3rd time you leave a message, you will be a familiar voice.
- 3) It can be rewarding.** We live in a bubble of activism that bears little relation to what the average voter is thinking or experiencing. There are many voters out there who are under- or mis-informed, or who need a little encouragement to get to the polls. When you connect with a voter and give them information they didn't know, or even just listen to them and hear their concerns, it can feel really good. Especially now in the age of Covid-19, contact with others is especially worthwhile. And those personal interactions have been proven to have the greatest impact on voter behavior.

- 4) **It can be frustrating**, you can slog through a lot of calls before anyone picks up, and when they do, sometimes they may hang up... no denying, this can be very frustrating. But if we want to win in November, the work needs to be done, and its groups like ours who are being called to do it. And remember, if we each do a small part, collectively we'll reach a lot of voters. So even when we give just a little time, we are contributing to a larger effort. The bottom line is, sometimes we may need to treat it like any chore -- maybe not our favorite way to spend an hour or two, but we do it anyway. For the cause.
- 5) **It's a short-term effort . . . not forever.** We have **4 months** to do the work. In the scheme of things, that is not a lot of time. We can take on anything for that short period.
- 6) **I'm pretty sure this guy would be proud of you.**



“We shouldn’t expect (politics) to be entertaining all the time...”

Sometimes you are just in a church basement making phone calls and eating cold pizza.”

– Barack Obama

Then, what is your Superpower?

It is that you care enough about your community, your country and the world to do whatever it takes to make sure we win this next election decisively!

EXHALE – YOU DID IT!