

Volunteer Call Script

Campaigns are powered by people. By your candidate, yourself, your donors, and your volunteers. Though it can be difficult to ask for help it's essential to your campaigns success. To help you in your efforts, we've put together this simple script for a mock conversation with a potential volunteer. Feel free to edit this script to suit the needs of your campaign. Throughout your conversation remember to ask definitive questions instead of open ended ones. You'll want to position them to agree to participate rather than giving them the chance to say no.

Sample Script

YOU: Hi [*Potential Volunteer*], it's [*Your Name*]. As you know, I'm running for [*Office title*]. I'm really excited to get going on this new challenge and am ready to work to hard to bring new jobs to our community. I'm reaching out personally in hopes you can help on the campaign!



We're doing our very first phone bank on [*Date*]. It would mean a lot to me if you could join us and help us reach out to voters.

IF YES: That's great! We'll be at my house – [*Address*]. I'll send along a confirmation and thank you so much for joining us!

IF MAYBE: I hope you can make it – it'll be at my house [*Address*]. We'll be making calls for two hours and would really like to see you then. I'll call you when we get closer to follow up and email a reminder as well.

IF NO: That's too bad. But I hope you can come help at a later date. We'll be making calls and knocking on doors every week between now and Election Day. Would you be more interested in making calls or doing neighborhood canvassing?

Thanks again for your time!

Now that you've got your script it's time to start tracking down those volunteers. If you're looking for a place to start we have a blog post called "[Need Volunteers? Start With These 9 Simple Steps.](#)" For more tips and tricks on how to run a successful political campaign subscribe to our blog using the form below!