



Planned Parenthood Votes

Votes Squad Get Out the Vote Event Guide

THANK YOU for volunteering with Planned Parenthood Votes (PPV)! This guide will help you host a Voter Contact Call with your Votes Squad to organize your friends and family to contact voters and help elect Joe Biden, Kamala Harris, and reproductive health care champions up and down the ballot.

To ultimately move policy for reproductive freedom and in defense of Black lives, immigration protections, and more, **we need elected leaders who reflect our values and will be accountable to the people.** And we know the threat to the vote this year is real — from coordinated efforts to decrease voter turnout, to vote-by-mail systems that aren't built to withstand the demands of a pandemic. It is pivotal that we spread factual information on getting our communities to the polls safely.

Now more than ever, it is critical that we leverage our networks to educate voters about how important this election is for the issues we care about — from sex education and access to abortion, to racial justice and immigration — and **get out the vote for reproductive health care champions.**

Our goal is for 50 volunteers like you to host two calls on or before Election Day — **one on the weekend before the election** (October 30th to November 2nd), and **one on Election Day** (November 3rd) to contact voters in swing states. If each of us call or text 40 voters on each of these calls, we will be able to contact more than 40,000 people in swing states. That's more votes than what Donald Trump had to win in Michigan in 2016.

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Step 1: Recruit your voter contact team

- Your team are the people who will work with you to contact voters between now and Election Day. Register your team online at <https://www.weareplannedparenthoodvotes.org/a/newgroup> to get started.
- Brainstorm 5, 10, or more people who you can invite to join you to contact voters this year and help win this election.
- Invite your network to join your team.

Step 2: Join our Slack channel

- All volunteer leaders will get added to a special Planned Parenthood Votes (PPV) Slack channel to get updates on election work and make it easier to report back. (If any questions pop up, this will also be the fastest way to get an answer!)

- ❑ If you're not already part of the PPV Votes Squad Slack, check your inbox for an email from feedback@slack.com. The email should look something like this:



Join your team on Slack

Diontre Davis (diontre.davis@ppfa.org) has invited you to join their workspace, **Planned Parenthood Votes Squad** (managed by PPFA), as a guest.



- ❑ If you can't find the Slack invitation in your inbox, email diontre.davis@ppfa.org with the Subject Line: "PPV Slack Account Support" and we will send you another invitation.
- ❑ Once you find your invitation click the "Join Now" button and log in or follow directions to make an account if this is your first time using Slack.
- ❑ After you've joined the PPV Votes Squad Slack, you'll need to accept the community agreements. You can find the community agreements if you look at direct messages from "Slackbot". Scroll all the way down and press the "Agree" button to sign onto the community agreements.
- ❑ Finally, introduce yourself to the team! Share your name, pronouns, location, and one thing you're excited about doing between now and Election Day.

Step 3: Plan your events

- ❑ Choose the date and time for your events. You know your friends and family best. Your event could be on Thursday evening, Sunday afternoon, the Monday before Election Day, or any time up until the polls close on Election Day — whenever you are able to host and your guests can join. **Remember, for us to meet our voter contact goal we'll need each of you to host two calls between 10/30 and Election Day on 11/3.**

- ❑ Choose the platform for a video call. You could use Zoom, Google Hangouts, or another platform. The choice is up to you based on what you have access to. [Learn more about options here.](#)
- ❑ Register your event on the Action Hub, our online events tool, and add the link to the call so that you can invite your team to join: <https://act.plannedparenthoodaction.org/org/calendars/planned-parenthood-votes-action-squad-events>
- ❑ Share the date, time and video platform information with your Planned Parenthood Votes coach. Your coach is there to answer any questions, offer support, and help you troubleshoot any problems that may come up when you are recruiting participants or planning your action call and using Outvote or phone banking! ([See the how to use Outvote section below for more information!](#))

Step 4: Get your people to come

We can only build a movement powerful enough to elect sexual and reproductive health care champions to office if we ask more people to join in!

Here is the most important step in the whole guide: **Make sure your friends, classmates, workmates and neighbors will join you at your Voter Contact Call.**

Reaching out personally to people in your life is the most effective way to get them to come to your call. Direct contact is what matters. A social media post is not likely to motivate people without one-to-one engagement.



Start by going through the contacts on your phone, social media profiles, WhatsApp, etc. Then list all the people you'd like to come — you can even break it down into different categories (e.g. school, work, family, etc.) and then work through the list by contacting people with one of the methods below that you think is most effective!

Outline of a conversation to recruit people to attend your event

★ Connection

- “How are you holding up right now?”

★ Context

- “I’m calling because I want to do everything I can to defeat Donald Trump and”: (choose one or two that you think will resonate with the person)
 - protect access to reproductive rights and health care for all people.
 - protect democracy, voter rights and elections.
 - elect representatives who will be accountable to us.
- You could also share your connection with Planned Parenthood Votes and why reproductive health and rights are important to you.

★ Commitment

- “I’m hosting two video calls between now and the election for people to come together, connect with each other and contact voters in swing states in order to make sure we win this election and protect access to sexual and reproductive rights.”
- “It’ll be on **DATE at TIME.**”
- “Will you join me?”
 - WAIT for them to think and respond.
 - Confirm the **DATE, TIME, LOCATION.** “Can I count on you to be there?”
 - “Who else can you suggest I contact? Or would you like to help me recruit?”

★ Recruit Co-Hosts!

- Thank them for their time
- If they said “yes” to joining you, give them the chance to help you launch your call. What work needs to get done to prepare for your event? How could they help you?
 - Could they do a test run with you on Zoom?
 - Could they [learn how to use Outvote before the call](#) and help other people if they need it on the call?
 - Can they make a playlist to listen to on the call?

After people commit to co-host, send them:

- The link to your event on the [Action Hub](#) and ask them to RSVP.
- A calendar invite with a link to join your call on Zoom, Google Hangouts, or another platform.
- A link for them to [download Outvote](#) (We'll be using Outvote to take action because it's a great way to keep track of our progress and a useful tool to connect volunteers with action opportunities.)

★ Confirmation

- After people commit to attend, send them:
 - The link to your event on the Action Hub and ask them to RSVP.
 - A calendar invite with a link to join your call on Zoom, Google Hangouts, or another platform.
 - A link for them to [download Outvote](#) and review the [phone bank toolkit](#).
 - [An example email to send to people is here.](#)

***Note: When having face to face conversations be sure to practice social distancing (6 feet distance) and wear a mask.

Step 5: Two to three days before the event

- Prepare what you will say during your call. A [sample agenda and script is here](#).
- Practice screen sharing and explaining how to use Outvote and phone banking if people didn't set up their account before the call.
- Check in with people who said they would help with the event.
 - Are they making progress?
 - Do they need any information or support?

Step 6: The day before the event

- Remind people to attend. We're all living in a digital/webinar heavy world at the moment and it's easy for folks to forget without reminders. Texting people who RSVPed the day before and the day of the event will increase the percentage of people who show up.

- ❑ Hey [NAME]! Just reminding you that my Planned Parenthood Votes event is happening tomorrow at [TIME] on [TECH PLATFORM]. Were you able to download Outvote yet?
- ❑ Ask others in your home to avoid streaming music/videos or playing video games while you are hosting the call. It could cause you to sound like a robot or lose video altogether if you don't have clear and speedy internet connection.
- ❑ Review the [phone bank guide](#) and [Outvote guidance](#) below to make sure you are familiar with how the Outvote and phone banking tools work.

Step 7: The day of the event

- ❑ Text people 30 minutes to an hour before the event to confirm that they are coming. Let them know how excited you are to have them join you.
- ❑ Sign on to Zoom or Google Hangouts a few minutes early. You can play music as people join to set the mood of your event.
- ❑ If you'd like to use a virtual background during your call, Planned Parenthood has created some [themed image files](#) that you can use.
- ❑ Use the [suggested event agenda below](#).
- ❑ Make sure you get a picture of your attendees. These pictures are great to use to recruit more people to the next call. Send your pictures to your coach as well.
- ❑ Get a count from each of your attendees on how many people each of them reached out to on Outvote and through phone banking. Send these numbers to your coach to let them know how many people you all reached collectively.
- ❑ Ask your event attendees to register for your next event on Election Day.

Step 8: Next steps after the call

- ❑ Post a photo on social media within 24 hours of your event.
 - ❑ Post it on Facebook, Instagram, Twitter or wherever you spend time on the internet and tag @PPAct.
 - ❑ Text or email a photo to your coach so they can celebrate you.
- ❑ Tell us how your call went within 24 hours of your event by texting or emailing your coach!

- ❑ Start planning your next call by following up with all the people you invited last time, the people who showed up to your call, and anyone else you may have missed.
 - ❑ TIP: Ask each attendee to bring one other person with them to your next call.

How to use Outvote

[Click here to see a short video on how to get started with the Outvote app.](#)

I'm having trouble downloading the Outvote app—how do I get it?

Visit <http://ppact.io/outvoteppv> on your phone and download. If that doesn't work, you can also go to the App Store or Google Play and search for "Outvote" and download the app. When you download it and open for the first time you *may* see a screen asking you to enter a code. Enter this code: 541607 and you should be taken to the right sign up page.

I've downloaded the app but am not seeing the actions.

Make sure you are on the Home page in Outvote by clicking the home button in the app. Then pull down the screen to refresh it; you should see Planned Parenthood Votes actions. Scroll down the feed to find the action you are looking for.

If you're not seeing *any* Planned Parenthood Votes actions, you may need to click the search icon (magnifying glass) at the bottom. Then you will have an option to enter your campaign code, which is 541607. After that you should start seeing the right actions on the Home screen. See below for information about using the Outvote app.

To download Outvote, visit <http://ppact.io/outvoteppv> on your phone and download the app. Then you will have an option to enter your campaign code, which is 541607.

FAQs

How many people should I invite to attend my event?

The more people the merrier, but know that a free Zoom account can hold 100 people and Hangouts can hold 25 people. Usually only about half of the people that you invite will say yes, and only half of those people will actually attend your event. That means if you want 10 people at your event, you'll need 20 people to say yes and will need to invite 40 people.

I don't know any activists.

That's okay. There is a first time for everyone and you get to be the person to invite them to take action. Most people join movements because a friend asked them to attend something. They'll probably be forever grateful because you invited them.

I've never hosted a virtual event before. What platform should I use?

There are several platforms you can choose from and each has pros and cons. Some options include:

- **Zoom** — a free account can host up to 100 participants for 40 minutes. Your event will probably be 90-120 minutes or so. Some people use a second Zoom meeting when they hit the time limit. Learn [how to use Zoom](#). If you'd like to use a virtual background during your call, Planned Parenthood has created some [themed image files](#) you can use. We recommend not sharing the link to your call on Twitter or a public Facebook post to reduce the chances that trolls or “zoombombers” attack your event. Get more tips on [how to protect your call from disruptions](#).
- **Google Hangouts** — free to use for anyone with a Google account and up to 25 people can join. Learn [how to use Google Hangouts](#).

I'm not comfortable sharing my contacts' information.

Planned Parenthood organizations do not get access to your data and Outvote will not share it with anyone. Contacting the people you know to take action is twice as effective as contacting strangers.

If you don't want to sync your contacts that is your decision. There are several other actions you can take through Outvote, including sharing an update to social media; or you can copy the message and share as you normally would.

Didn't answer your question?

Email volunteer@ppfa.org and we'll try our best to get back to you within 24 hours.

Suggested 1.5 - 2 hour call agenda

Agenda Overview:

- Opening
- Tech
- Introductions
- The Political Moment
- Choose Your Action
- Text Bank with Outvote
 - Taking Action
- Phone Bank
 - Taking Action
- Commitments
- Close

Agenda Breakdown:

- **Opening [10 minutes before the call start time to 5 minutes past]**
 - Start the call 10 minutes early so you can welcome people as they arrive.
 - Play music as people arrive.
 - Encourage people to download Outvote from <http://ppact.io/outvoteppv> if they haven't already.
- **Tech [5 minutes]**
 - Go over the features of the video conference tool your group is using:
 - How to turn video on and off
 - How to mute and unmute
 - How to find and use the chat box
- **Introductions [5-10 minutes depending on the number of attendees]**
 - Have people introduce themselves. You might want to invite people to answer an icebreaker question like:
 - Why did you decide to attend tonight?
 - What is giving you hope right now?
- **The political moment [5 minutes]**

- **Share why you're hosting the call and why you believe it's important to act.** A personal story will be more compelling than a list of facts.

You may want to mention:

- We need to get rid of Trump and elect Biden, Harris, and other champions of sexual and reproductive health to office.
- Sexual and reproductive rights are basic rights.
- We cannot achieve reproductive freedom until we are all free. Our movement is tied to the liberation of all Black people.
- A part of being free is being able to participate in our democracy. It is important for all Americans and especially Black and Indigenous and other people of color to be able to exercise their right and have their voices lifted on November 3rd.
- Given the unique barriers to voting Black, indigenous, and people of color face, it is important for everyone to check their registration and apply to be able to vote at home.
- We can enact policies in health care, education, police reform, and more that will protect Black lives, by electing leaders who will be accountable to us, and share our same demands for racial justice.
- A concerted voter suppression effort from our current government officials is attacking our right to access democracy as we speak.
- To meet the threat of voter suppression and voter disenfranchisement head on, we must prepare for voting and make sure our networks are registered, are able to vote by mail, have the information necessary to vote safely, and ensure their votes will be counted.

- **Choose Your Action! You get to decide whether to phone bank into swing states, text bank with Outvote, or both!**

- **Introducing how to text bank with Outvote [5 minutes]**

- We will use Outvote, an app that makes it easy for us to contact our friends and family to invite them to check their voter registration.
- If your guests haven't downloaded Outvote yet, tell them:
 - Visit <http://ppact.io/outvoteppv> on your phone and download. If that doesn't work, you can also go to the App Store or Google Play and search for "Outvote" and download the app.
 - When you download it and open for the first time you *may* see a screen asking you to enter a code.
 - Enter this code: 541607 and you should be taken to the right sign up page.

- If Outvote is new to your team members, you can [play this 5 minute video for them to cover the basics of using Outvote](#).
- **Contact people via Outvote [30 minutes]**
 - Play music as your attendees contact the people they know.
 - Encourage people to share positive interactions and commitments verbally or in the chat.
- **Phone banking into swing states**
 - PPV uses the EveryAction & Voter Activation Network (VAN) Open Virtual Phone Bank tool, a platform that makes it easy for us to contact voters in swing states and ask them to confirm who they're voting for and their voting plan.
 - If your guests do not have an EveryAction Action ID account, here's how to set one up, follow along this [phone bank toolkit](#) to set one up.
- **Phone bank! [Recommend at least 60 minutes]**
 - Share the [link to the phone bank guide](#) with your attendees.
 - Share some tips about phone banking:
 - Smile While You Dial!
 - Don't put your phone down between calls, dial the next person right away.
 - Don't get into long conversations with people.
 - Don't leave messages, it takes up time from talking to people!
 - If there's no answer, hang up after 6 rings.
 - Ask attendees to "Create an ActionID account" and follow along in the guide to select a phone bank.
 - Remind your team members that we are trying to talk to as many voters as possible today, so we aren't leaving messages.
 - If the person answers: keep reading through the script naturally.
 - Once the person tells you if they will commit to vote, or answers the other question in the script, mark the appropriate response in the drop-down menu. (You will have to click on the 'Choose an Option' dropdown.)
 - If there are any questions, see the [FAQ section at the bottom of the phone banking guide](#).
 - Once people start making calls you can turn on some quiet music to get folks energized.
 - Ask attendees to share out in the chat how their calls are going, especially when they have a good conversation.

- In 60 minutes, a volunteer can normally make 40 calls.
 - After phone banking, ask your team members to share highlights from their call time.
 - **Finally, you'll want to get a count of how many people your group reached out to and send that number to your coach immediately after your call.**
- **Commitments [5 minutes]**
 - Ask each attendee to sign up for the next event and bring a friend to the next event. If each attendee brings one more person to the next call, we can double our impact in the final days before the election.
 - **Close [5 minutes]**
 - Ask everyone to turn on video and take a picture or screenshot of attendees.
 - Invite people to say goodbye to each other. You could do that by:
 - Asking everyone to share one word about how they are feeling
 - Asking everyone to come off of mute and say goodbye

Sample Email to send to people who will be attending your event

Subject: [EVENT REMINDER] Planned Parenthood Votes Voter Turnout Call Details [day of event]

Hi [name of attendee],

I'm so excited to see you during our Planned Parenthood Votes Voter Turnout Call on [DATE/TIME of event]!!! Here's what you need to know ahead of time:

1. **We will be using *Outvote*** on our call, which is a free app that makes it easy to contact our friends and family and invite them to take action. Please remember to download Outvote and sign up for an account before the call gets started: <http://ppact.io/outvoteppv>, campaign code: 541607. You can find step-by-step instructions [with screenshots here](#).

2. **We will also be phone banking** during our call to get as many voters who stand with us on these issues turned out to vote, especially in swing states. You can [review the instructions on how to phone bank](#) here.
3. **Be sure to mark your calendar** for [day of week, date, at time] on [platform]. You can join us by using the following link: [link]

Let me know if you have any questions.

In solidarity,

[name]

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