

# Austin NOW Phone Banking Volunteer Handbook

---

## Welcome to Austin NOW

Thank you for joining our team as a phone banking volunteer! Your efforts are crucial in helping us mobilize voters, advocate for important issues, and engage with our community. This handbook will provide you with all the information you need to get started, including detailed instructions on using our phone banking system, tips for effective communication, and guidelines on maintaining confidentiality and data security.

---

## Table of Contents

1. **Introduction to Phone Banking**
  2. **Using the Phone Banking System**
    - Setting Up Your Account
    - Accessing Call Lists
    - Recording Call Outcomes
  3. **Effective Communication Tips**
    - Engaging Conversations
    - Handling Objections
    - Closing the Call
  4. **Confidentiality and Data Security**
    - Privacy Guidelines
    - Secure Data Handling
  5. **Frequently Asked Questions (FAQs)**
- 

## 1. Introduction to Phone Banking

Phone banking is a method of reaching out to individuals via telephone to provide information, encourage voter registration and participation, and gather feedback. It allows us to connect personally with members of our community, address their concerns, and motivate them to take action.

### Goals of Phone Banking

- Increase voter registration and turnout.

- Spread awareness about our initiatives, such as ending violence against women.
  - Collect valuable data and feedback from the community.
- 

## 2. Using the Phone Banking System

We use CallHub for our phone banking efforts. Below are the steps to get started with the system.

### Setting Up Your Account

1. **Receive Invitation:** You will receive an email invitation to join CallHub.
2. **Create Account:** Follow the instructions in the email to create your account.
3. **Login:** Log in to CallHub using your credentials.

### Accessing Call Lists

1. **Navigate to Campaigns:** After logging in, go to the “Campaigns” section.
2. **Select Your Campaign:** Choose the specific campaign you are assigned to.
3. **View Call List:** Access your call list which includes the names and phone numbers of the individuals you will contact.

### Recording Call Outcomes

1. **During the Call:** Use the provided script to guide your conversation.
  2. **Record Outcome:** After the call, log the outcome in CallHub (e.g., answered, left message, interested, not interested).
  3. **Add Notes:** Include any additional notes or feedback received during the call.
- 

## 3. Effective Communication Tips

### Engaging Conversations

- **Introduction:** Start with a friendly greeting and introduce yourself and Austin NOW.
- **Purpose:** Clearly explain the purpose of your call.
- **Active Listening:** Listen carefully to the person’s responses and address their concerns.

### Handling Objections

- **Stay Calm:** Maintain a calm and respectful tone.

- **Acknowledge Concerns:** Validate the person's concerns and provide accurate information to address them.
- **Offer Resources:** Direct them to additional resources if they need more information.

## Closing the Call

- **Thank You:** Thank the individual for their time.
  - **Action Steps:** Remind them of any actions they can take (e.g., registering to vote, attending an event).
  - **Goodbye:** Close the call politely.
- 

## 4. Confidentiality and Data Security

### Privacy Guidelines

- **Personal Information:** Only collect and use personal information for the purposes of the campaign.
- **Confidentiality:** Do not share personal information with anyone outside of the campaign team.

### Secure Data Handling

- **Secure Systems:** Always use secure systems for storing and handling data.
  - **Access Control:** Ensure only authorized personnel have access to sensitive information.
  - **Data Disposal:** Properly dispose of any physical or digital data that is no longer needed.
- 

## 5. Frequently Asked Questions (FAQs)

### How do I log in to CallHub?

Follow the instructions in the email invitation to set up your account and log in.

### What should I do if someone asks a question I can't answer?

Acknowledge their question and let them know you will find the information and follow up. Record the question in your notes.

### How do I handle negative reactions?

Stay calm and respectful. Validate their feelings and try to provide helpful information. If they wish to end the call, politely thank them for their time and end the conversation.

---