



PHONE CANVASSING

WHY WE DO IT AND HOW TO DO IT

LIBERAL DEMOCRAT NEWSWIRE CAMPAIGN GUIDE #3



WHY MAKE PHONE CALLS?

Using the phone is a really useful **SUPPLEMENT TO DOORSTEP CANVASSING**, for example in very rural areas, when the weather is bad and to do very targeted contacts, where we might only be trying to contact a couple of people in each street.

It also works well for people who want to fit in short periods of helping around other commitments at home.

VIRTUAL PHONE BANKS (VPBS)

This is the software we use to do phone canvassing. Once you login, you are stepped through the names of people to talk with, their phone numbers and the questions to ask.

You can use VPBs on your mobile phone, but some people prefer to login to a VPB on their computer/tablet and have that in front of them while using their phone to make the call.

Your local party or the campaign you are helping can provide login details.

WHICH PHONE TO USE?

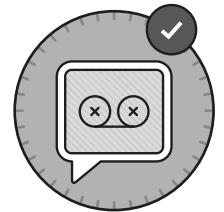
You can use your own phone.

Just occasionally, someone you canvass will call back, such as if they see a missed call on their phone.



IT IS AGAINST THE LAW TO DIAL 141 TO WITHHOLD YOUR NUMBER WHEN TELEPHONE CANVASSING.

Sometimes therefore people prefer to use a dedicated cheap mobile phone specially for canvassing and some local parties can provide these. If you use one, make sure that the voicemail message is turned on and tells people how to contact the Lib Dems in case you do get a call back when that phone is switched off.



TOP TIPS FOR PHONING

BEFORE YOU DIAL, CHECK THE NAMES of the people in the household you are due to call

Always start off by checking you are **SPEAKING TO THE RIGHT PERSON**

SMILE WHEN YOU SPEAK
It comes through in your voice



STICK TO THE QUESTIONS IN THE SCRIPT, but don't robotically read out each one exactly as written

There's a special question at the start to **RECORD WRONG NUMBERS/NO ANSWER** etc

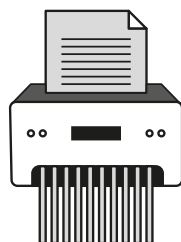
THANK THEM FOR THEIR TIME at the end

If you've rung a landline and you've got more than one person listed, **ASK TO SPEAK TO EACH PERSON IN TURN**

KEEP THE DATA SECURE

After you've finished calling, make sure all your information is entered into the VPB or given to the canvassing organiser.

DESTROY ANY LEFTOVER NOTES, such as by shredding them.



FIND OUT MORE

PARTY BELIEFS

Take a look at: markpack.org.uk/libdem-beliefs

CAMPAIGNING

Read Ed Maxfield and Mark Pack's *101 Ways To Win An Election*

