

At Home Calling Program

Why Phonebanking?

This election, GetUp is going after the powerful, progress-blocking politicians who are dragging our politics to the right. They're the ones who use their power in the Cabinet and party room to do the bidding of big business and the coal lobby in Parliament. They're using their political power to hold us back from becoming a fairer, more sustainable, more compassionate country.



This faction includes the likes of Peter Dutton, Andrew Nikolic and George Christensen.

A large body of research tells us that the most effective way to shift votes away from these MPs is to have direct conversations with voters in their electorates. By chatting to voters in marginal electorates, where the local MP is completely out of step with the community's values on so many issues, we can shift the vote away from these roadblocks in Federal Parliament. The electorates you are calling are marginal - so they're going to come down to the wire. Even a few phone calls can make a big impact. These contests could easily be decided by a couple hundred votes (even less!). That means that every call counts because every vote counts.

What does it involve?

Most people who take part in the phone bank have never done anything like this before, but pick it up easily. Essentially, it is about having great conversations with voters across the country. We provide plenty of resources and support to our GetUp volunteers to ensure that callers are feeling comfortable and confident.

Once we get into conversations with voters, we usually find that there's plenty of common values we can connect on before we start the discussion about who they might (or might not!) vote for to best represent those values in Parliament. The great thing about phoning from home is that it allows you to have a more flexible timetable of volunteering and means you can be active without even leaving the house.

Content of the calls

The aim of the calls is to have informative conversations with voters in marginal electorates about the actions of their far right MPs. The call script will help guide you through conversations and the fact sheet will provide you with the relevant knowledge to support this. Our main aim is to identify undecided voters and have meaningful conversations on the options they have, and ultimately to encourage them to put the far right MP's last. It is likely that you will come across voters who are already decided who they will vote for. That is fine. If they sound certain and not interested in more information, just move on to the next call. It is useful to try and establish this early in the conversation to make sure that your time on the phone is spent in the best possible way.

Many people get small pre-calling nerves, but after a conversations you will be in full swing and see that it is easy to have a conversation about something you feel passionate about.

Campaign times

The campaigns will be active and you will be able to make calls on Callhub at the times below.

Monday - Thursday: 4 - 8pm
Saturday: 10 - 2pm
Sunday: 10 - 2pm

Once you have your Callhub login details you can join any campaign during these times and make calls.

Materials Checklist

In order to successfully take part in the At Home Calling Program you will need the following:

- Computer or tablet with an internet connection
- Headset or headphones to call from
- The latest version of Google Chrome which can be downloaded from here
<https://www.google.com/chrome/browser/desktop/index.html>
- Computer with a microphone or an external microphone to attach to your computer

It is also possible to call using a smartphone or tablet with internet. As before, you will need the latest version of Google Chrome to run the programme then follow the same process as a computer.

Computer Settings

1. Turn on your computer and open Google Chrome. If you do not have Google Chrome, please open your usual internet browser and follow this link to download it
<https://www.google.com/chrome/browser/desktop/index.html>. You will need to open Callhub from this browser in order to make calls.

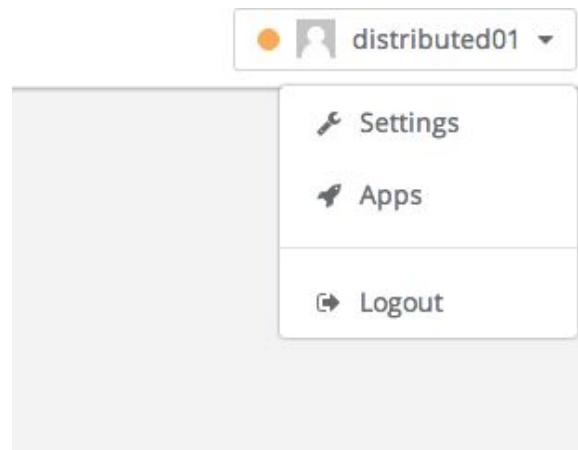
2. You will also need a microphone on your computer. Most computers will have an internal microphone built in. To check this is working, please follow these steps <http://www.computerhope.com/issues/ch000650.htm>. To adjust the settings on a Mac, please see <http://smallbusiness.chron.com/adjusting-microphone-macbook-34804.html>
3. When you start making calls, a pop up may appear asking to 'access microphone'. You must click 'Allow'.

The call system you be using works similarly to Skype where you make a phone call over the web. It may be helpful to use headphones whilst calling to block out background noise and make the conversations more focused. Plug your headphones into your computer and the call will automatically go through these.

Tablet/ iPad settings

It is possible to use a tablet or an iPad but it is much easier to use a laptop or computer with a microphone if you have one available to use. Please let GetUp know if you are using a tablet as we will also need to change the settings our end.

To use an iPad you will need to set the system so that you will actually call from your phone. Therefore you will need a phone as well. The campaign will still generate the numbers and calls for you, but you will call through your phone that will be linked to your tablet. To set this up, click on your username in the top right hand corner and choose settings.



Once you are in settings you will need to enter your phone number. You do not need to add any additional information just your phone number.

The required fields are marked with a star **

First name

Last name

Email address * rachael@getup.org.au

Address

City

State

Country Australia

Zip code

Phone number * 61466883764

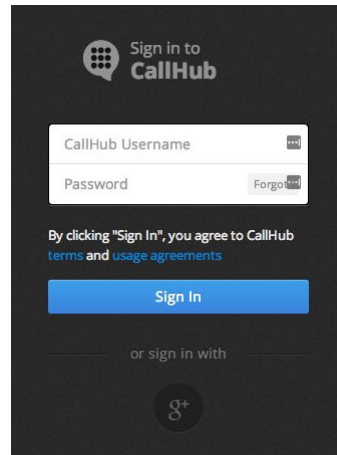
Once you have entered your phone number you then need to join the campaign by clicking on the blue button that says 'join campaign'. Your phone will then start ringing and you will need to answer it. When you answer your phone it will say 'you are now joining the campaign'. The calls will then start being made through your phone. It is still important to log the call activity in the multiple choice questions below the survey on the iPad.

How to sign in to Callhub

Once you have signed up for a shift you will be sent an email telling you your Callhub username and password. Please log in using these credentials at <https://app.callhub.io/login/> with the log in box that will look like the image below. Be sure you are on 'login/ signin' and NOT 'signup' as an account will already have been created for you.

When putting in your username, type rather than copy and pasting as it may not work correctly.

Your individual username and password will have been sent to your email address once you have RSVP'd to a session.



Using Callhub

The tool you will be using to make calls in is called Callhub. The calls are made over the web, much like skype, so you will not need a telephone. Once you have logged on you will see a list of campaigns that have the title "At Home Calling Program: Dickson" or the name of the electorate at the end. Please select the title of the campaign you wish to call. You will know whether the campaign is active as it will say 'Running' in green on the right. You will only be able to actually start making the calls during the campaign times.

Campaign Name	Total Contacts	Completed	Remaining	Campaign Status
At Home Calling Program: Dickson	604	218	386	Running
At Home Calling Program: Dickson	604	16	588	Stopped

Once you have selected the correct campaign, you will see a script below which will have the relevant information for your campaign and provide guidance whilst you make calls. The information in the script will be the same as the flow chart information in the GetUp persuasive

conversation guide. Please click on the link at the top of the script to get access to the flow chart version.

It will also be useful to print the GetUp persuasive conversation flowchart and factsheet to look at whilst making calls as this will be easier to follow than the script on Callhub.




When you are ready to start making calls, click 'Join Campaign' in the blue box at the top. The system will then automatically start calling numbers for you to speak to. **You will not need to manually dial any numbers.** The system will continue to generate and make calls for you from your computer. Once you have joined, you can manage the calls in the same place using the 'hang up' and 'next call' buttons at the top of the page. If you want to have a break, please click 'leave campaign'. You will then be able to join it again when you are ready.

If people don't answer your call, do not leave a message.

Once you are making a call a box will appear on the left hand side with the information about that person as highlighted below. Please use this name in the call script to start the conversation, i.e. Hello Rachael, it's ____ from GetUp.

Campaign: At Home Calling Program: Dickson



Rachael Millar
0466883764

Campaign Script

1. Hi, my name's _____ and I am with GetUp is this _____? ... Great! We are calling people tonight to talk about issues of concern and the upcoming federal election.

There will also be a box to record notes in underneath the person's contact details. **You do not need to enter any notes here.**

Recording the calls

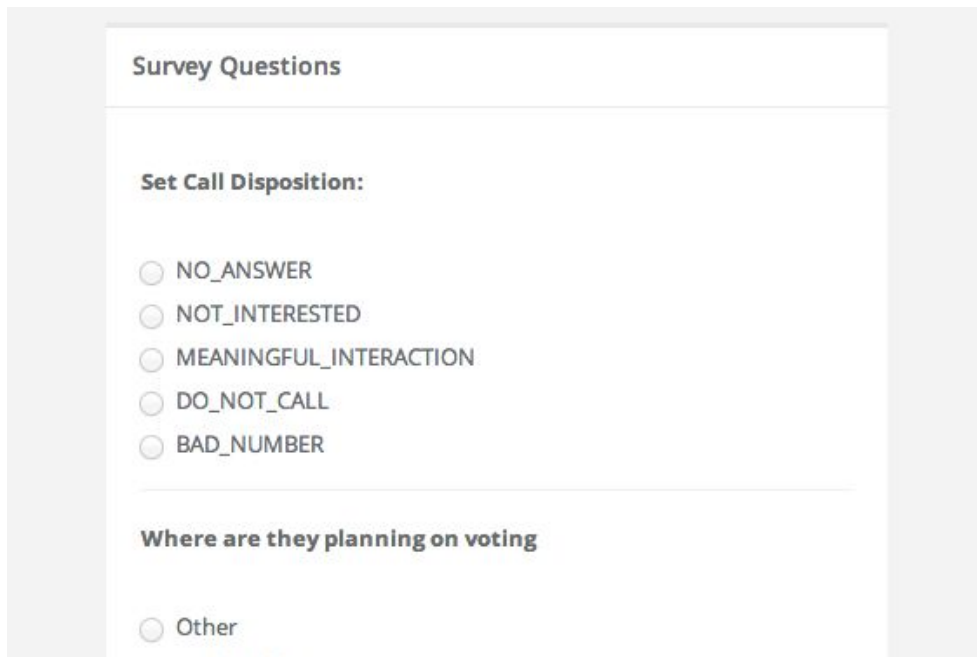
During your calls you will be aiming to obtain four key areas of information:

1. The status of the call (meaningful interaction, no answer, bad call, etc.)
2. Where are they planning on voting
3. What is the issue that could change their mind
4. Will they join us in putting (MP) last

It is important that you always fill out the call disposition question pictured below which will be first in the multiple choice list. This allows us to track the outcome of the calls and measure how successful the calling has been. You will not be able to move onto the next call until this question is answered.

If people don't answer your call, do not leave a message.

If you receive any further information during the call, please answer the questions which are located below the call script accordingly and then press save. It is not necessary to ask people these questions directly, you only need to fill them in if they are answered during your conversation.



The image shows a screenshot of a web-based survey form. The form has a title 'Survey Questions' at the top. Below the title, there is a section titled 'Set Call Disposition:' followed by five radio button options: 'NO_ANSWER', 'NOT_INTERESTED', 'MEANINGFUL_INTERACTION', 'DO_NOT_CALL', and 'BAD_NUMBER'. Below this section, there is another section titled 'Where are they planning on voting' followed by one radio button option: 'Other'. The form is presented in a light gray frame.

Where to find useful resources for the calls

GetUp have compiled useful conversation guides and fact sheets on the electorates you will be calling. The conversation guide is there to help the conversation flow and steer it in the relevant direction. It does not need to be kept to strictly. Please check that you are using the right guide for the electorate you are calling i.e. if you are calling the At Home Calling Program: Dickson, please use the Dickson persuasive conversation guide and fact sheet. The guides and fact sheets can be found here:

http://field.getup.org.au/calling_from_home_info

You may find it easier to print a paper copy of the conversation guide and fact sheet to make it easily accessible during your calls.

The guides are mainly there to get conversation started and to help steer the talk in the right direction, but they do not need to be kept to strictly. These guides will also be available from a link at the top of the call script once you have joined the campaign in Callhub.

Where to find support

We want to ensure you have a positive experience making calls and will offer support every step of the way. Calling strangers will be a new experience for many volunteers so below are some tips to make it easier. If you want to have a practice call before starting the campaign this can easily be arranged by contacting Rachael.

Before making any calls, double check the resources you are using are for the electorate you are calling. The name of the electorate you are calling will be in the title of the campaign i.e 'At Home Calling Program: Dickson'.

Tips for the call

Many of the calls you make will not be answered. Please do not be disheartened, if the call goes to answer machine just hang up and move onto the next. Do not leave a message. You will of course come across people who do not want to talk and again that is fine, just politely move to the next. Here are some tips for successful calls:

Smile and dial - It is important to keep positive and remind yourself of the reasons for the call you are making. The voters you are calling are in very marginal electorates so even a small number of positive conversations can make a difference.

Phone a friend - Imagine you are calling an old friend and engage the person on the other end to create a connection and help the conversation flow. Finding common ground is a great way to make the conversation flow.

What's in it for them - Highlighting the influence the elections will personally have on their lives is a great way of getting people listening and onboard. Using the fact sheets on the electorates is a great way of doing this. .

You can also chat to GetUp support staff on Slack, via email, or phone to answer any questions.

After the Call

The campaign will automatically end at 8pm and Callhub will stop generating calls. You can then log out and end the session.

Once the campaign has ended, you will be sent a follow up email. On this email there will be a link to a short survey about your experience with phone banking. You can also leave feedback via Slack, email or phone call. The email will also have a link to our webpage where you can allocate yourself more shifts. You can do that here http://field.getup.org.au/calling_from_home

Need Additional Help?

If you need any additional help, please feel free to contact Rachael on 0466883764 or rachael@getup.org.au. You can also join the Slack channel as mentioned above and either write on the #athomecalling channel or direct message Rachael.

Thank you for volunteering your time and we're thrilled to have you onboard!