

**Yes on F (Vote16SF)
Phone Banking Instructions and Script**

Questions? Contact Brandon at bklugman@generationcitizen.org.



Basic Info and FAQ

Thank you for volunteering to phone bank for Prop F in San Francisco! This is a historic campaign to extend voting rights to 16- and 17-year-olds for local elections, and we're grateful for your support. The race is extremely close, so every call truly counts.

What do I need?

You need is a phone and a computer. You must be in front of your computer while calling.

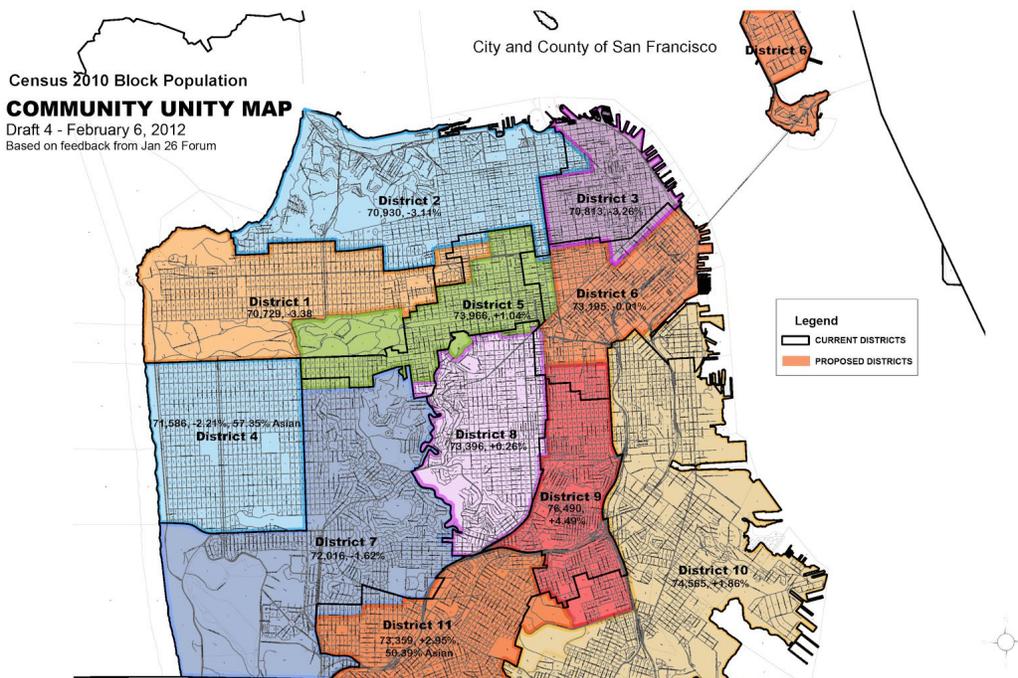
When do I make calls?

You can make calls anytime you're available between 9 a.m. – 8 p.m. PST, but Monday-Thursday from 5-8 p.m. PST is the best time to call.

Who are we calling?

We are calling San Francisco voters between the ages of 18-45, because we know younger voters are most likely to be in favor of the issue. The latest poll shows about 60% of people in this age group support Prop. F. At this point in the campaign, our focus is less on persuading voters and more on making sure the young voters who are likely to support Prop. F are aware of it and actually vote on it instead of skipping it on their ballot.

We are calling voters in District 6, which is made up of a mixture of young professionals and low-income/working families. It is in the downtown and "SOMA" (South of Market) area of the city.



How can I do this well?

Here are some tips to keep in mind:

1. **Stay upbeat.** Your tone of voice is an important factor determining whether someone will talk to you.
2. **Don't give people easy outs.** Avoid saying things like "how are you doing?" or "can I ask you a quick question?" at the beginning of the call, since that makes it easy for the person to say they're busy and hang up the phone.
3. **The script is a baseline.** Please stick to the script in the opening until you get to the first question, but feel free to make small changes to the exact words to make sure you're sounding comfortable and natural. In the persuasion section, use the script, but let your voice and personality shine through to make an argument that will stick with the voter.
4. **There are always other voters.** If one call goes poorly, take a few moments to think about what went wrong and what you can change next time, but don't stress too much about any one particular call.

Why is this important?

To win this election, we need to make sure the voters who are most likely to support Prop. F are aware of the proposition and remember to vote on it! The ballot in San Francisco is extremely long, so this is crucial.

Step by Step Instructions

- 1.) Tell Brandon that you want to help phone bank! (bklugman@generationcitizen.org)
- 2.) You will receive an email asking you to create an Action ID. This will be your login.
Follow the prompts to set a password and create your account.
- 3.) Once that's done, you can go to www.targetsmartvan.com and log in!
- 4.) In the bottom right corner, click "Virtual Phone Bank."
- 5.) Click "Prop F Phone Bank – D6 List 1" and click next (it may be List 2 or 3 when you get to it).
- 6.) Now you're in the phone bank! It will show you a screen with a person's name, phone number, age, party affiliation, date of voter registration, race, and polling location.
- 7.) Call the person!
 - a.) If they answer, follow the script! When finished, fill out their answer to "Are you voting Yes on F?" and then click "Save – Next Household."
 - b.) If they don't answer or they're not home, move the "were you able to talk to" slider to No, and mark the reason. Then click "Save – Next Household."

The script is on the next page. Here's how you should approach it:

Stick to the script on the first page. You just introduce yourself, read a few lines about Prop F, and ask if we can count on their support. Stick to the script here.

If they say Yes, you move to Question 2, which is about making sure they know when and how they're going to vote.

If they say No, you thank them for their time and end the call.

If they are Unsure, you ask what their concerns are and then go to the persuasion section of the script. Follow the option that you think they will respond best to, and let your personality shine through! See additional guidelines on the script.

Yes on F Phone Script

Hello, is _____ available?

(*Be sure you're talking to the **voter**, and not someone else in the household!)

Hi, my name's _____ and I'm with the YES on F campaign to expand voting rights to youth (or 16 and 17 year olds) in local and school board elections to foster a culture of habitual voting at an early age.

Prop. F has been endorsed by the Democratic Party, Congresswoman Nancy Pelosi, The Board of Education, the City College Board.

Question 1: Prop F

Can we count on you to support Prop F?

If **YES**: That's great! [Go to Question 2]

If **NO**: Okay, I understand. Have a good day.

If **Undecided/Unsure**: I totally understand. I'm curious, what are your concerns? [Do a brief response to the counter argument, and then pivot to the positive message. UES PROP F PERSUASION page]

Question 2: Plan To Vote

Election Day is Tuesday, November 8 and vote by mail ballots have already been sent out. Do you plan to vote in person on November 8?

- If YES → Do you know where your polling place is?
 - If YES → Great! As we get closer to Election Day, we will call or come visit you reminding you about your polling place. Thanks for being a voter!
 - If NO → Polling locations are listed online at sfelections.org. You can also vote early at City Hall every weekday from 8-5, and the two weekends before the election for 10-4. As we get closer to Election Day, we will call or come visit you reminding you about your polling place. Thanks for being a voter!
- If ABSENTEE/MAIL → When will you fill out and return your ballot?

****If someone asks about your area code or where you're from***:*

I don't live in SF, but I'm very passionate about this issue and know that if this succeeds in SF my city is more likely to eventually follow. (Or explain your personal connection to the campaign through Vote16USA, GC, etc.)

Script (continued)

Prop F Persuasion: (1 page)

1st Target [Voting is a habit, and low turnout is a problem]:

****Do not read this entire text, but choose 1-2 paragraphs that you're most comfortable with and think will resonate with the voter.****

Voter turnout is historically low, locally and nationally. When people don't vote, our city suffers. Prop. F will change this by encouraging and preparing young people to vote when they are embedded in their communities. Research shows that the earlier someone casts their first vote, the more likely they are to become a habitual, lifelong voter. That is our goal.

In last year's election, *Only 45% of registered voters actually voted.* (And only half of the city's population are registered voters.) Our city would be stronger if that number was higher, and Prop F will make that happen in the long run.

It will help young people will establish the habit of voting while they're still in high school. Research shows that once the earlier someone votes in their life the more likely they are to continue voting for the rest of their life, and that's exactly what we need.

San Francisco has always been on the leading edge of positive change, and with a YES on F we can become the first major U.S. city to do this, and show that we're serious about making sure our youth become informed and committed voters.

Prop F is not just about today's 16 and 17 year olds. A culture of early voting will also encourage the adults around them to vote. It's about increasing voter participation in the long run and making our democracy stronger for everyone. We need to boost participation, and this is a way to do it.

Can we count on your vote for Prop F?

If YES: Great! Thank you for your support. [Go to Question 2: Plan to Vote]

If NO: Okay, I understand.

Script (continued)

2nd Target [Young People Are Mature Enough & Do Care About Political Issues] [Same political Knowledge as 21 year olds]:

16 and 17 year olds are just as ready to vote as 18 and 19 year olds, and the Board of Education has committed to making sure they're ready to vote. The Board has passed a resolution saying that once Prop F passes they'll implement curriculum to prepare new voters for the ballot.

This will encourage critical thinking about the issues facing our communities and ensure that young people arrive at the polls with the tools to be informed and deliberate voters. We can say YES to F knowing that our young people are ready to vote.

Can we count on your vote for Prop F?

If YES: Great! Thank you for your support. [Go to Question 2: Plan to Vote]

If NO: Okay, I understand.

3rd Target [This will not cost a lot for the city to implement, and it is easy to prepare different ballots]

The City Controller has stated that Prop F will have a "minimal impact on the cost of government." It would only be a "marginal increase" to the cost of running elections.

Printing ballots for 16 and 17 year olds would not be a challenge. The Department of Elections already prints special ballots for party primaries.

Can we count on your vote for Prop F?

If YES: Great! Thank you for your support. [Go to Question 2: Plan to Vote]

If NO: Okay, I understand.