

## Phone Calling Guidelines

### Calling prospective precinct members:

Welcome to the actual battleground of our elections—the precinct. It may be the smallest political unit in the country, but it's extremely important. You can have a great impact because this is your community, your backyard, so to speak. You know the issues and the advantages; you know what your neighbors are concerned about.

When you are calling potential precinct members, don't feel shy and don't be embarrassed. You are NOT trying to manipulate anyone. You are NOT trying to sell them something. You ARE offering them the opportunity to be involved in a growing, active network of liberty-minded people. You ARE offering them the fellowship and power of a grassroots movement that will help them get their concerns addressed! It's easier to make progress in the halls of power when yours is one of many voices united to engage and motivate elected officials to stand for freedom and the rule of our Constitution.

### When a contact picks up the phone (see Appendix A for phone calling template):

Introduce yourself and tell them you are the president/executive committee person/member for the neighborhood precinct. Not everyone one knows what a precinct so including neighborhood will be helpful. The first thing you want to tell them is that we are re-invigorating the Republican party – because people are very enthusiastic once they hear that we are working to energize people into a grassroots network. The fact that we are organizing to give people a voice is inspiring!

The quicker you can start a dialog, the better. After you introduce yourself, engage them by asking what they think about the new Trump administration or what their pet peeves in their community are or do they think we are now going in the right direction as a nation and as a state? It is important to get them talking, responding to you (the alternative is that they are sitting listening to you, and that's not as helpful). Reassure them that there are patriots in their community who see eye-to-eye with them. Once you can establish that they have someone who believes as they do (that's you), you can attempt to get them involved in your precinct.

An important key to a successful call is to use your ears just as much as your mouth: tune in to what you hear on the other end of the line. A crying baby may need attention; the sounds of a ball game may mean they'd rather talk at another time. (The ball game gives you a special opportunity – make a note that this person might like to talk about sports.) If you do need to call them back, ask them for a "good" time to call.

If they want to talk about a particular issue, let them speak and when you agree, let them know it. Familiarize yourself with the party platform and inform them that their issue is addressed in it (as it likely is). Tell them that there are other like-minded people in the precinct who agree and tell them

about how they can get involved. Let them know about events, fundraisers, county meetings, etc so that they can stay informed.

Explain to your prospective member that if our numbers grow, our influence will grow as well – elected officials pay more attention to fifty people than to only one! They may not read each message, but a hundred emails on an issue grabs their attention more than five emails will.

A key item here is that you (hopefully) have a meeting or event upcoming. You can invite them to an ice cream social hosted by a couple of precincts, or a truly business-only meeting about an important issue, a proposed tax increase, a petition drive, etc. If you want to talk about Reorg, now would be the time – explain the importance of having a voice in choosing those who will represent you in the Republican party. Ask for their help in this – need them for a few hours one Saturday in March and potentially a few hours on another Saturday in April. And how they can make a huge difference in getting like minded people who can fight for them and what is important to them in the Republican party. This is how we change the Republican party to make it responsive to us.

If the call is not about Reorg and they are still hanging in there with you, you can add details about precinct members who keep their neighbors aware of the school board's meetings/policies, and others who are keeping an eye on the county council/legislative delegation and reporting back to the precinct. You may want to mention that they can work on resolutions that will go to our executive committee and then go to the state level.

You don't want to keep them too long, so you'll need to sign off and let them have your contact information for the future. Ask if you may have theirs, so that you can confirm your records. Tell them you will not be spamming them, but you'd like to alert them to upcoming precinct meetings and other events.

Thank them for their time; tell them you appreciate the opportunity to chat with them, and then say good day.

**When a contact's voice mail picks up:**

Shorten your comments from above; identify yourself and why you wanted to talk to them and make a note to call them again in a few days. If you've been provided with an email address, you can follow up in the next week with a short email to your prospect.

**Have fun with this!** Your precinct will grow and your job will become easier as you engage more people who will in turn, bring in more new members to help.

## Appendix A: Phone Calling Template

Hi, my name is xxxxx I'm the president/member of your neighborhood precinct and I was hoping to talk with you a few minutes about some of the great things we are doing.

Is now a good time? (if it isn't a good time, find out a good time so you can call back)

I would really like to hear what you think about (pick one)

Where our nation is headed now that President Trump is in office; or

What are some concerns you have about what is going on in (your city or county).

We can really use the help of principled conservatives who are willing to stand with other patriots to support President Trump's agenda in our communities and our state.

There are a couple of ways you can help

If you are calling about reorg: We do need people to come to a republican precinct reorganization meeting – this happens every two years. This is where the grassroots can elect good committed patriots to represent them in the Republican party. This is how we transform the Republican party. We need a few hours of your time on [date and time of precinct reorg] and if you are willing a few hours of your time on Saturday [date and time of county convention]. Are you willing to help us?

If you are calling about just getting involved: We have [monthly] neighborhood precinct meetings where we get together to talk about issues of concern to us, figure out what actions we can take to start making a difference in our communities. We would love to have you come out to these meetings so you can join with other conservatives to change things in South Carolina.

If this sounds interesting, can I get your [their contact information] so I can keep you up to date on what is going on? I'll also give you my contact information so you can reach out to me with any questions.

Thank you so much for your time.