

Supplement to DA CallHub Activity Report – April to May 2020 (revised)

## **How CallHub Campaigns Benefit DA Country Committees – In Their Own Words – Quotes from DA Leaders –**

Hello Merrill,

1. Touches many who otherwise we have no contact. Energizes voters to request their ballot. People love to hear from us.
2. Answers many questions for voters about voting on our website.
3. Additional help in keeping our membership accurate and current.

– Ellie Wallis, Executive Vice Chair - Democrats Abroad Ecuador

~~~

Merrill , numbers 1, 2, and 3 should be volunteer turnout. It is much easier and more exciting for new trainees to start with a local campaign. I've been trying to get people to CallHub for the last six months, but the spur of a one-time-only local campaign has finally gotten folks ( NEW volunteers) off their bottoms.

1. Recruiting : HUGE RESPONSE from our potential volunteers. With the hook of local campaigns calling local members, Canada trained 30+ new CallHub volunteers today in two sessions and has three more training sessions scheduled this week. Many of these new recruits will roll right into the global campaigns over the summer, now that we've finally been able to mobilize them.

2. Motivating : We are using our chapter campaigns to excite local rivalries and create competitions. Out-calling a rival chapter, or reaching a higher percentage of one's members, is a goal that gets people moving. There seems to be much more enthusiasm for calling people nearby, in our own communities, than for calling "strangers" halfway around the world, even though they / we are all Americans.

3. Chapter building : we expect improved member engagement as we promote our local events and Facebook page, etc...AFTER we get them to VFA.org.

– Stephanie Perry, GOTV Canada Co-Ordinator

~~~

#1 CC campaigns with a local country phone number means that more members pick up and/or call back. This means that the person to person contact is increased. I used to hear from members that they thought our calls were telemarketers, or there was an emergency with a loved one, or they thought they were being charged for the call. A local phone number and country campaign deletes the confusion and brings home our message.

#2 The text message is our best secret weapon. Many calls end in voice messages and most of those aren't heard. But a text message provides the necessary information to our members.

#3 As the first person in DAAT to be a CallHub guinea pig, I was immediately convinced that the system was the best way to reach our members. In that first campaign in 2016 I spoke to members from Mexico to Italy that had never been called before. But, after we were able to have a cc campaign in 2018, I saw a much greater benefit. As a frequent call hubber and DAAT Chair I've had the opportunity to speak to many of our members on a one to one basis. Many of them I already know, many I don't and am able to recruit new volunteers.

This personal contact is why the CC campaigns should continue. And DA Austria will continue to fundraise on the DPCA to continue to make that happen.

– Jennifer Rakow-Stepper - Democrats Abroad Austria, Chair

~~~

1. We are getting to know our members. These calls are a chance to check in on members and see how they are doing during a pandemic. They appreciate the human contact. We called around holidays and folks appreciated holiday greetings in local language. Updating data is more accurate since we are familiar with the local language.

2. We are cleaning up our database. We reached over 70% of our members and found many numbers improperly formatted that could be fixed and retried. This is something a global campaign would not pick up on.

3. We learned that we can still reach members after 2 tries. We have successfully reached members on the third time.

– Heather Stone - Democrats Abroad-Israel, Chair

~~~

Hi Merrill,

Our CC campaigns have been a great success.

1. We are reaching out **early** to our members to make sure they're getting their ballots, before LEOs are completely overwhelmed in the fall with unprecedented numbers of absentee ballot requests.

2. We are cleaning up our database so we will have a better list in the fall—fewer calls to bad numbers, less wasted time and money.

3. We are including in our calls an ask to 'spread the word' about going to VFA right now. Potential multiplier effect!

Finally we are training up a new group of GOTV/VR volunteers to really understand and know how to use features of CallHub, and strengthening ties with our members all over the UK, who are often asking what they can do and joining up with our GOTV/VR volunteer efforts.

I know this is more than three!!

Thanks,

– Laura Mosdale, GOTV - DA-UK

~~~

Hi Merrill,

Thanks for reaching out about this and especially thanks for your work for DA and on phone banking! I think our campaigns have been really valuable.

1. We have targeted our campaigns by state focusing on swing states and "problem states"- places where we know of issues in the past. From reading the comments, it is so clear that many of our members from these places had real issues in voting in 2016 and 2018. Getting these voters to do the request early and then being able work with them on any issues via follow-up (many thanks to Laura Mosedale) when LEOs are not completely swamped in the fall should prove really useful in increasing our turnout among overseas Americans. (BONUS: our phone bankers have been really excited about these states - let's get Mitch McConnell out. Susan Collins has got to go, etc.)
2. It has been really great to have contact with our volunteers and members at this time.
  1. Volunteers: We are getting a well-trained group of phone bankers who will be ready to help train others by the time the fall rolls around. We have been able to get volunteers involved in leading trainings, conducting follow-ups, and reviewing results files, all before we are completely inundated in the fall.
  2. Members: We are giving everyone we call something to do - tell your friends! When we can't be out there doing in person voter registration, we are finding members are eager to have something to do to help, and they are definitely taking us up on this idea and helping friends and family members get registered early, too.
3. We are cleaning up our member records - this should make our outreach more effective in the fall. We have found that over 10% of our answered calls lead to a change in the member's data.

I know I crammed more than 3 in there - sorry!

Hope this helps,

– Nicole Belanger Satullo, Secretary - Democrats Abroad UK

~~~

I am delighted to be asked to share some thoughts on CallHub, but first I want to say how appreciative our executive committee is that DA through you, helped set up a country campaign for Guatemala. Thank you for your support and efforts.

Regarding benefits, I offer these:

1. CallHub has proven to be invaluable in this covid-19 year which is also a presidential election year. Normally, our CC holds numerous in-person voter registration and ballot request events. We have lots of retirees and young people who are new members who welcome in-person help because they are first time overseas absentee voters. The in-person events either help them complete the process or provide opportunities to clearly explain how [votefromabroad.org](http://votefromabroad.org) works so they can complete the process on their own. We don't have that luxury this year, but CallHub allows us to reach out to our members to encourage them to go to [votefromabroad.org](http://votefromabroad.org) to complete the process on their own and explain how the process works, and who they can reach for help if they need it. We have about 590 members and calls have been placed to over 560 to date.

2. The text feature is fabulous. Of the 560 calls attempted, about 1/3rd have resulted in answered calls, another 1/3rd have allowed leaving messages, and 1/3rd did not answer. In all but a small fraction of the "no answer" voters and "left message" voters, we were able to send a follow up text. This is a fabulous feature since a text message in this day and age is more likely to be read than is a voice message to be listened to, and as a follow up to an answered call, the text further supports the GOTV message we are trying to convey. And, the text messages have led to follow up calls or emails from voters seeking more help or expressing appreciation for being prompted to request their ballot.

3. A little over 100 of our 590 members have opted out of receiving emails. NationBuilder doesn't allow an "opt out" by-pass for email, but we can reach many of them by CallHub and have done so this campaign. What's interesting about a lot of these opt outs is that they complain of not hearing about our activities, when what they want to avoid are the campaign fund raising emails they get regardless of whether or not they opt out from DA.

4. Covid-19 has motivated a lot of our members to repatriate to the states by taking advantage of emergency flights out. Our airport has been closed to international flights since March 16th. We have reached many of these members via CallHub and found that some won't be returning. For example, Peace Corps volunteers who had become members, have been evacuated and terminated. Also, many volunteers and workers with NGOs, have returned to the states and won't be returning. We have noted them for deletion from our database.

All in all, CallHub has been a very positive experience. Our campaign is still live and we will continue to make calls hoping to reach, either live or via text, all 590 members.

– John Chudy, Chair - Democrats Abroad Guatemala

~~~

Hi Merrill, happy to chip in!

1. Helping voters, despite all the email instructions sent by DA, who do not know how to register to vote and request their absentee ballot
2. Getting volunteers involved in solving the problem of Trump through the ballot box – instead of just reading and getting upset by the news
3. Getting a chance to connect with old friends who are members of DA Philippines either when I call them directly or need to follow up with additional help when someone else calls them.

– Lisa Pagkalinawan, Chair - DA Philippines

~~~

1. My response SKYROCKETED. I'd guess it went from 10-20%, feeling like I was wasting my time, to above 50%, and being able to have an impact with my time.
2. I know a lot of the people I call. Since I'm calling people in my country committee, I know many of them, and some know me. It's an opportunity to connect with them, and if they want to chat, let them know about what else we have going on.
3. Since it is my local number that they see when we call, when they don't pick up, they see a missed call, and often call me back.

– Patricia Reed, Chair - DA Lion City

~~~

Hi Merrill,

The CallHub campaigns are more important than ever with so many CCs still unable to meet in person.

The top 3 benefits I have seen from running a CC level CallHub campaign are;

1) DACN members have an immediate connection to other DACN members and are more excited to volunteer to phone bank those members. This has been a great way to engage volunteers and grow a more active volunteer base, this is something people can do and feel like they are truly making a difference.

2) Two of the members I have called from the DACN campaign had specific questions on how to mail things from China, every CC leader is going to be more familiar with their country's mail and other systems so I think it's extremely beneficial to have that knowledge or at least be able to redirect them to the appropriate CC leader who can address their concerns.

3) SMS follow up has been extremely beneficial for our campaign, because many people simply will not answer calls from unknown numbers in China. This also allows volunteers who often make countless calls where no one answers feel like they are still getting the message across to our member to request their absentee ballot!

I personally would really like to see all these campaigns run through the Summer and I will do everything I can to make sure that happens.

Merrill, thank you for all that you do to make CallHub and so many other things possible!

– Samantha Wong - DRVC AP Region, CallHub Coordinator for DA-China

~~~

Not necessarily in this order...

~Contacting "long-lost" people

(mostly because they text back to say they have received the text; even with a local phone number most people do not pick up if they don't know the number)

~Cleaning up the database.

I have made more corrections than I thought I would.

(and I have access only to Rome chapter info... perhaps we can organize this better for next time: if I am the contact number, I should be given access to the entire database)

~Getting a feel for what people think

most say "great job, thank you"; a few say "eff off, I'm not a dem any more"; but good to know what the general feeling is.

here's a fourth... but it's really number one.

Being able to speak to people one at a time when they need help.

Just had a phone call today from a woman in Florence who was having trouble filling out the form and printing it out. I was able to send her the info via email after she called me. Makes everything worthwhile.

– Helenka Kinnan - Democrats Abroad Italy  
Secretary, Rome & Southern Italy Chapter

~~~

After reflecting on this inquiry, I have a few reasons to give for why having CC-level CallHub campaigns are beneficial for both callers and recipients of calls.

1. Recipients are glad to hear from people within their own country making phone banking calls
2. Phone bankers (especially those who have lesser experience with making calls or GOTV) have an increased comfort level making calls to people within their own countries
3. When recipients state they want to get more involved, local phone bankers are much more likely to be able to give concrete examples of how those volunteers can contribute or suggest upcoming events to attend, as well as potentially past examples of how they themselves have volunteered with events in that country

4. Phone bankers making calls to members in their own countries are much more likely to be cognizant of limitations to making calls i.e. local holidays, cultural norms, best times of day to call, etc.
5. Phone bankers making calls to members in their own countries are much more likely to understand and/or speak a local language if that is not English, and a recipient answers the phone in that language (especially if we are calling from numbers listed with local area codes not known to recipients)

I hope these are helpful. Thank you for facilitating all of this for us and asking for our contributions.

– Beth Landry - Vice Chair, Democrats Abroad Sweden

~~~

Top Three Benefits for France

1. An opportunity to mobilize our member volunteers to help us call all our members at the Chapter level, while using the CallHub system for updating member records. This is valuable for developing our relational organizing capacity.
2. Integration of CallHub with a National DA France Hotline number and SMS dialler -- this accommodation is extremely important to the development of better follow up and follow through on the reality of whether and how our members are being helped.
3. Phonebanking is the appropriate and safe "group" GOTV activity for France where we still may not gather in large groups safely. Other initiatives such as postcarding and actual voter registration events in person are inefficient/expensive relatively speaking, or not permissible given the current pandemic.

Best regards

– Ada Shen - Chair, DA-France

~~~

I would see my top 3 benefits of running the CC campaign this year:

1. Getting out the vote by giving DA members information needed to register as Voters from Abroad.
2. Finding out the political needs and wants of our DA members (i.e. how active do they want to be in the country and in getting out the vote, in local caucuses, etc)
3. Generating enthusiasm both for our callers and our members in DA generally (i.e. we saw the CC as fun and engaging with members across the country as they had an opportunity to talk about Democratic politics with other DA members in a time of crisis in the USA.)

– Betsy Ettore, CallHub Coordinator - DA Finland

~~~

1. Particularly during the pandemic, people have been very grateful to have us checking up on them and reminding them to request their ballots
2. The more positive touches you have with potential voters the more likely they will be to make the effort to vote. (and out of nearly 3,000 calls I would say I only had 3 negative ones, and maybe 3 more that were not overly thrilled to hear from me, but it could be that I caught them at a bad time)
3. Voters are more motivated to request their ballots if support is offered especially if they have never requested one from abroad before
4. Majority of people that I have spoken to are genuinely worried about our Democracy and said they will do whatever it takes to exercise their right to vote in November

Take care-

– Chris Gemici, CallHub Coordinator - DA-UAE

~~~

Merrill, from my side - I would add the following:

1) It is the only way to get DA-UAE members involved, due to restrictions on UAE residents in making calls using the CallHub functionality to actually make calls, and the expense of making international calls. Using CallHub to make updates, combined with making local calls seems to work ok, and gets our amazing volunteers involved.

2) Adding the local touch helps--we can quickly answer any location specific questions, like whether or not the consulate is accepting ballots.

3) Getting to know our members. We speak with them and have followed up with at least 25 members to give them additional guidance on voting. It helps us build up our local community.

So overall, I think having both global campaigns and local campaigns is a good idea.  
Thanks,

– Ridah Sabouni, Chair - DA-UAE

~~~

Here's my Top 15, attached.

### **Top 3 reasons to phonebank with CallHub:**

1. It works
2. It provides meaningful manageable work for eager volunteers
3. Volunteers can work when they want, doing as much or little as they want
4. It is rewarding!
5. Volunteers who don't vote in battleground states can help motivate voters who do
6. It helps builds community
7. It helps expand our DAG team
8. It helps grow new super volunteers and new CC leaders
9. With adequate training and support, it's easy to use



10. No cost to caller or callee
11. Members appreciate our calls!
12. Calling outside CC gives callers a chance to meet DA members from other countries/regions
13. Others do the targeted follow up
14. Excellent organized way to update DA data
15. Is a compelling reason for donors to donate

### Explanations:

#### 1. It works

Germany has been tracking the results of our calls. In 2.5 wks before and during the GPP, 61 DAG callers made 4000 calls. 3500 to DAG members. Reached 2500 of them. Of those who answered a call, 47% voted in the GPP as we asked them to do. Of our members who did not get a call from us, 24% voted. We clearly saw that even getting a voice mail boosted turnout. Getting a call and a text message was slightly better than getting just a call. (Pls recall that Germany had 81% increase in turnout from 2016.)

What's different and better about calling is that it is interactive voter contact, when the member either answers or calls back or sends a text to our CallHub phone. We then get an indication of their intentions, can help problem solve, and can get them to commit. Our other channels of communication don't have that feature.

Calling works to get our members to vote.

#### 2. It provides meaningful manageable work for eager volunteers

People want to do something! Esp in a presidential year. Esp. in this presidential year. Esp. when home due to Covid. CallHub phonebanking gives meaningful work to volunteers in whatever amount they want to take on. They can call when convenient for them. They can do a lot or a little and help make a difference.

#### 3. Volunteers can work when they want, doing as much or little as they want

Volunteers can work at times convenient to them, calling their time zone or outside of it. They can take on quantity of work that suits them.

#### 4. It is rewarding!

After even a few conversations, callers know they are helping voters vote.

#### 5. Volunteers who don't vote in battleground states can help motivate voters who do

#### 6. It helps us build community

Reaching out individually and personally to our members is important, esp. In these tough times. The connections are important to callees *and* callers.

#### 7. It helps us expand our DAG team

Callers, esp. in Germany with support from chapter and national coordinators, feel part of a team. Chapter phonebanking coordinators.... feel part of a team.

**8. It helps grow new super volunteers and eventually new CC leaders**

For some volunteers, making calls and organizing callers in a chapter is a “step on the ladder” to great commitment to DA.

**9. With adequate training and support, it's easy to use**

Once callers get over the sign up hurdles and make a few calls, it is easy.

**10. No cost to caller or callee**

**11. Members appreciate our calls!**

**12. Calling outside CC gives callers a chance to meet DA members from other countries/regions**

**13. Others do the targeted follow up**

**14. Excellent organized way to update DA data**

Much better than calling off-CallHub, as far as getting the date in organized fashion and getting it uploaded to NB.

**15. Provides a compelling reason for donors to donate**

Besides the most critical goal of our members getting their ballots and voting because of our calls...people we call are more likely to attend DA events, support other activities and *donate* to DA.

– Katie Solon, Phonebanking Coordinator - DA-Germany