

## **Phonebanking 101**

Below is a customizable sample phone script you can adapt to your organizations mission and goals. Please use it as a guide in developing a phone bank to your members. Phone banking is a great way to let your members know you are actively involved in the issues they believe in through their membership dollars. Much of the time, they enjoy being asked to do something as well and do not see the call as bothersome. It also allows you to gauge the interests of your members and find those that might want to get more involved.

Staff or volunteers can phone bank in the office or at home. Develop a list of your members; divide it into districts, local areas, towns or whatever best suits your needs and calling power. Then provide the list to staff members or volunteers and have at it. Be sure they track responses, wrong numbers, complaints, etc. And don't forget to let us know how it turns out!

Phone banking could become a regular part of what you do – it's fun, easy and very rewarding.

Thanks in advance.

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Hello. Is Mr/Ms \_\_\_\_ available please? This is \_\_\_\_\_ calling on behalf of (your organization). Don't worry, I am not calling to ask for money but because we urgently need your help in another way.

Maryland's public lands and land conservation programs are under attack. You may know that for the fourth year running, the Governor and the legislature plan to use the money earmarked for Maryland's land conservation programs to fund other programs. That money is collected to preserve land in Maryland, not as a slush fund for state legislators. We need these funds to protect farms and forests from the bulldozer's blade.

We're calling today to ask you to support our work to protect land conservation. Right now, as a member of the Partners for Open Space coalition, we're working to pass laws in the Maryland General Assembly to return the money taken from these programs, protect them against future diversions and require legislative and public oversight on how the state classifies and sells our public lands. Doing this will protect working farms, parklands, forests and open space for you and your children.

Do you have a minute to help us in this effort?

IF NO: Okay. Thanks anyway for your time. Have a good day/evening.

IF YES: Great. Can you contact Delegate/Senator \_\_\_\_\_ today about restoring funding the State's land conservation programs?

You can leave a message, with whomever answers the phone, telling them "*for the sake of our lands and our environment, protect Maryland's land conservation funding now and in the future.*" Will you do that?

IF YES: Great. Thank you very much. Here is the phone number for your Delegate/Senator.

Do you have any questions?

Thank you very much. We appreciate your support for this important effort.

Have a good day/evening.