

2020 VICTORY

Call Crew Guide

[Log In and Make Calls Now!](#)

2020 VICTORY CALL CREW GUIDE

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Welcome to the 2020 Victory Call Crew!

Thank you for your support and involvement. We're thrilled to welcome you to our vibrant community of virtual volunteers across the country doing this critical work.

Making phone calls to voters in battleground states is one of the most impactful actions you can take to help elect Joe Biden, Kamala Harris, and Democrats down the ballot this fall. In most calls, you will do one or more of the following:

- Identify voters' levels of support
- Mobilize supporters to vote early, in person or from home
- Persuade undecided voters
- Recruit supporters to volunteer
- Support unregistered voters to register

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Every call is valuable: whether you talk with a voter who you identify as a supporter, undecided, or a non-supporter, *all* of this is incredibly important and helpful information for the campaign. Identifying a **supporter** means that we know to mobilize this person to vote, as well as recruit them to volunteer. Identifying an **undecided** voter lets us know that we need to have more conversations with them, to win their vote. And identifying a **non-supporter** means that we know not to spend volunteers' valuable and limited time having further conversations with this voter.

One-on-one conversations with voters are our #1 best tool to move voters to go vote and persuade voters who are undecided. **Having conversations with voters allows us to move the needle to victory.**

I. Quick Start Guide

Here are some steps to get started. We also go over all of this information in our Call Crew Trainings, which you can sign up for below.

1. Get Trained

- A. [Sign Up to Attend a Call Crew Training](#): if you're new to calling with us, we strongly recommend you start by attending one of our upcoming live trainings.
- B. Read the rest of this guide.

2. Gather your Materials

To use the Dem Dialer, you'll need the following:

- A. **A computer:** a desktop computer or laptop (recommended), or tablet. **IMPORTANT: please use Google Chrome or Firefox as your web browser, NOT Safari,** which does not work with the Dialer. If you're using an iPad, be sure to download the free Chrome app to use as your web browser, and be sure to always uncheck "Call Using Computer" during the login process.

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B. **A phone** (cell phone or landline) for audio. When you log into the Dialer, be sure to uncheck the "call using computer" option.

C. **Headphones**, recommended for comfort and ease of use.

3. [Join the Call Crew on Slack](#) (important!)

Become an official part of the Call Crew team! Slack is our virtual campaign office, where you'll be connected with thousands of other volunteers around the country, receive important updates from campaign staff, and get lightning-fast support when you have questions. From your computer or smartphone, click the link above to get started creating an account. Once you're in, join the #call-crew channel. (Having difficulty? Check out our step-by-step [guide for joining and using Slack](#).)

4. [Practice the Call Script](#)

Read and practice the current call script out loud before getting started, so that you are comfortable with it and sound natural when talking with voters. (Note that, when you begin a call on the Dialer, the script does not immediately appear in full. You must click a response to the given prompt before the next branch of the script appears.)

5. Start Calling!

Sign up for a calling shift: [sign up here](#) for your preferred time to call with us!

- ◆ Need to change your shift time? No problem! Simply [sign up for a new shift](#) at the time you are now available.

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- ◆ Why do I need to sign up for a shift? While you are permitted to log onto the Dem Dialer and start calling with us at any time during available calling hours, we greatly appreciate it if you can sign up for a shift in advance as much as possible. It helps the campaign plan.

Log in and begin: once you've been trained, joined Slack, practiced the call script, and feel ready to start having conversations with voters, [log in to start calling voters!](#)

CALLING HOURS

Pacific	<ul style="list-style-type: none">◆ Mondays-Saturdays: 7 AM - 8:30 PM PST◆ Sundays: 9 AM - 8:30 PM PST
Mountain	<ul style="list-style-type: none">◆ Mondays-Saturdays: 8 AM - 9:30 PM MST◆ Sundays: 10 AM - 9:30 PM MST
Central	<ul style="list-style-type: none">◆ Mondays-Saturdays: 9 AM - 10:30 PM CST◆ Sundays: 11 AM - 10:30 PM CST
Eastern	<ul style="list-style-type: none">◆ Mondays-Saturdays: 10 AM - 11:30 PM ET◆ Sundays: 12 PM - 11:30 PM ET

6. Need Support?

- [Join the Call Crew in Slack!](#) This is where you can receive the fastest support.
- [Sign up for Call Crew "Office Hours"](#) to receive live support.

II. Using The Dem Dialer

The Dem Dialer

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The Dem Dialer is an online dialing platform we use to reach voters quickly and effectively. The Dem Dialer calls voters for you and connects you to people who have already picked up. You'll reach more voters in a shorter period of time because you do not need to dial each number manually or wait for phones to ring!

Reminder: to use the Dem Dialer, you'll need the following:

- A. A computer:** a desktop computer or laptop (recommended), or tablet. **IMPORTANT: please use Google Chrome or Firefox as your web browser, NOT Safari,** which does not work with the Dialer. If you're using an iPad, be sure to download the free Chrome app to use as your web browser, and be sure to always uncheck "Call Using Computer" during the login process.
- B. A phone** (cell phone or landline) for audio. When you log into the Dialer, be sure to uncheck the "call using computer" option.
- C. Headphones,** recommended for comfort and ease of use.

Step One: Practice the Call Script

- 1. View and practice the script.** You can always view the current call script at 2020victory.io/previewscript. The script changes throughout the day and from one day to the next, depending on which voters we are calling in which state. Be sure to read and practice saying it out loud before starting, to make sure you are getting the correct message to the voters and feel comfortable and natural when having these conversations.

Our call scripts reflect research by and input from communications professionals, and include intentional language to maximize the impact of the call, so please stick to the script for the highest impact. In particular, it's important that you read the "asks" as written, because they are written to be direct and unapologetic when asking a voter to turn in their ballot, volunteer, or take other action!

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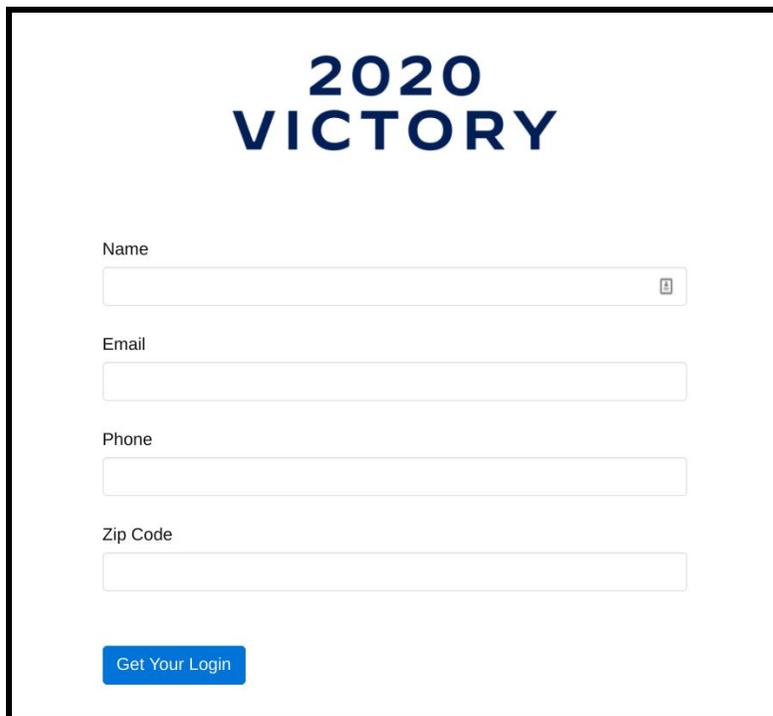
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Step Two: [Log Into the Dem Dialer](#)

1. Click [the login link](#).

Reminder: you CANNOT use the web browser Safari to access the Dem Dialer. You must use the web browsers Google Chrome or Firefox on a laptop, desktop computer, or tablet -- NOT a smart phone. You will only use your phone for audio, not for accessing the Dialer interface.

Once you click the login link, you'll see the following screen. Please input your contact information and then click "Get Your Login."



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Name

Email

Phone

Zip Code

Get Your Login

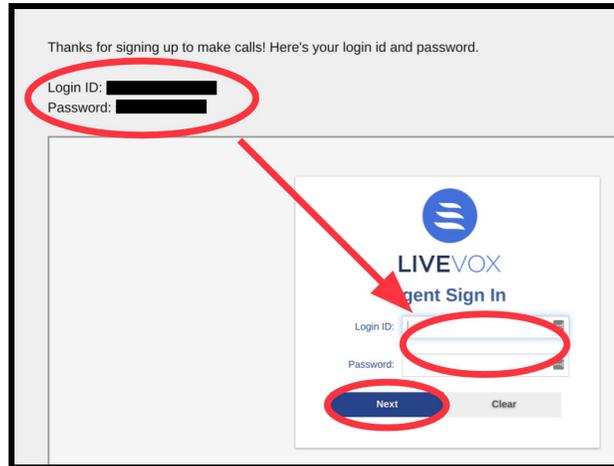
2. **Copy and Paste the Log In ID and Password and click Next.** You do not need to save your login info, as a new ID and password is generated each time you sign in. Be sure to copy and paste in your login information carefully! Extra spaces can block it from accepting your credentials.

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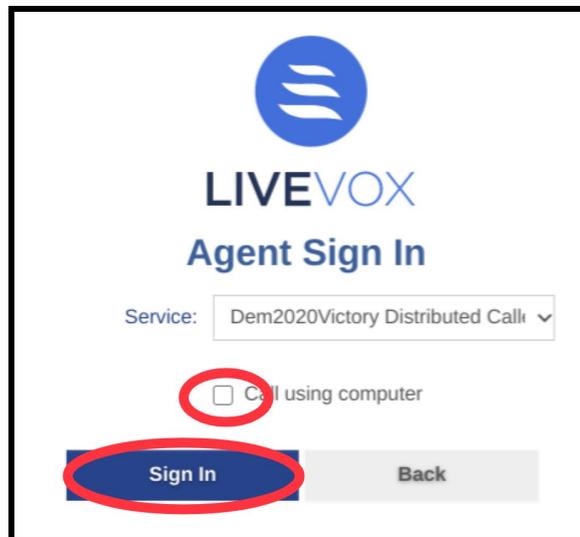
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- 3. Uncheck the “Call using computer” box, then click “Sign In.”** By unchecking this box, you will be able to use your phone audio to connect to the dialer. Using your phone audio rather than computer audio is strongly recommended, as using computer audio generally causes callers to experience a short delay when the voter answers the phone, which can lead to increased hangups. The only reason to leave the “Call using computer” box checked is if you have bad cell service but very good internet connection at your location.

In the “Service” dropdown menu, there should only be one service listed. If there are multiple, please post in the #calls-team channel in Slack if you are unsure which one to select.



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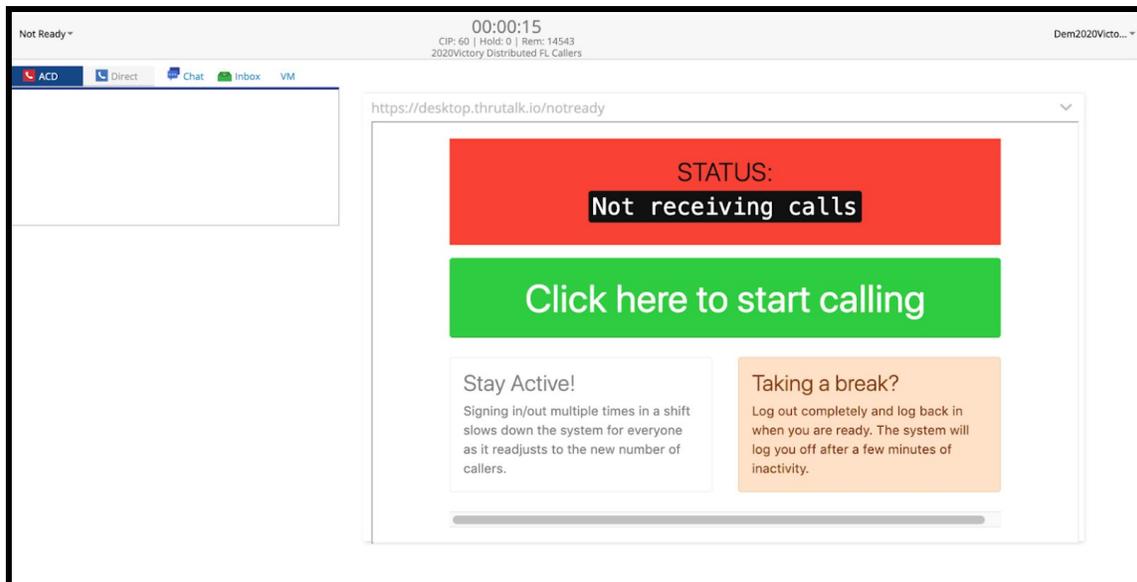
4. **Using your phone, dial the phone number on the call-in instructions that pop up.** You will still begin and end calls using the Dem Dialer interface on your computer, so do not press the “end call” button on your phone during the course of your calling session. Headphones are recommended for best sound quality and so that you can call hands-free.



Your phone number is hidden: rest assured that the voters you call will see a campaign-provided phone number, local to the state we are calling, NOT your personal phone number.

Step Three: Start Calling

1. **Click to begin calling!** Once you click the green button, you will start receiving calls. If you cannot see the full screen, be sure to zoom out on your computer, so you can see the full script when it comes up!



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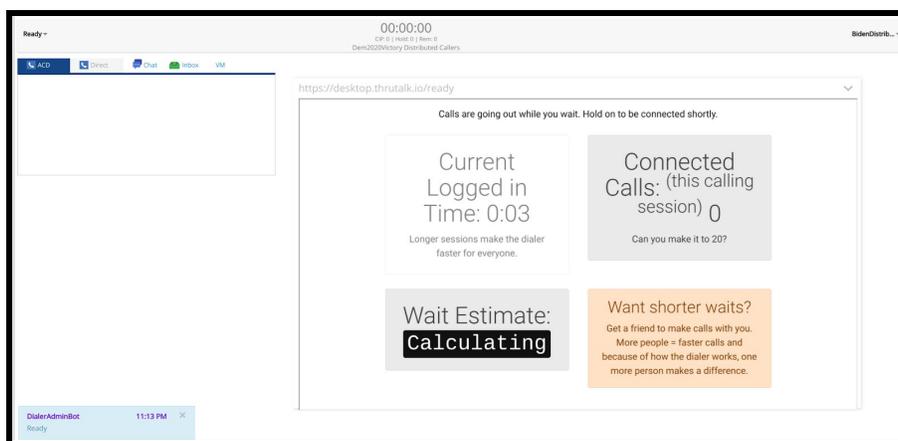
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- 2. Wait for your first call.** While you are waiting for your first connection, the line will be silent with no hold music. When you hear a beep, this indicates that the voter is on the line and has already likely said hello. Say hello and start speaking immediately so that the call sounds as natural as possible.

Remember: start talking as soon as you hear the beep!



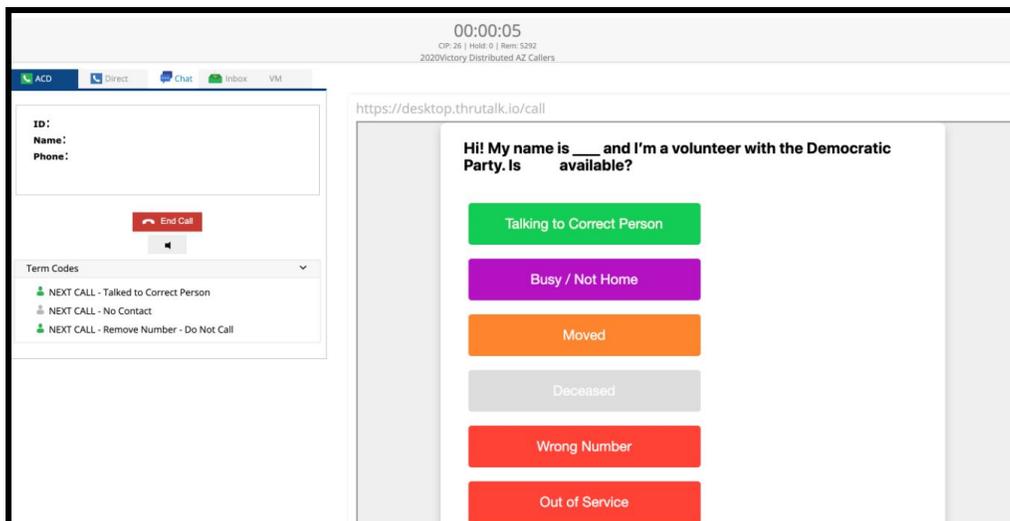
- 3. Indicate if you are speaking to the correct voter.** When a call connects to a live voter, the name of and key information about the voter will appear on the left of the screen, and the call script will appear on the right side. Start saying the script. Once the voter has answered your initial question of "Is ___ available?", indicate in the script if you are talking to the correct voter. In some cases the dialing system connects to a voter who has answered and hung up, or to a voicemail recording that sounded lifelike. It's not a problem; simply select the correct script response button and move on to the next call.

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View [How to Mark Your Call Results](#) to learn when to use each script response button.

- 4. Click the corresponding script response buttons.** If you select “Talking to Correct Person,” the next section of the script will appear. As you speak to the voter, click through the script to indicate the voter’s response to each of your questions and prompts. The next section of script will appear based on the button you click. It’s very important to record the voter’s responses as accurately as possible. You can scroll up and choose a different response if you make a mistake.

As shown in the images below, once you click a script response button, the next relevant section of the script will appear.

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Awesome! Hi . First, I know there's a lot going on in the world, so one reason I'm calling is just to ask, how are you doing? [Listen and respond appropriately]

Thank you for sharing that, and for talking with me today.

The other reason I'm calling is about the very important election we have coming up this November. Will you be supporting Joe Biden and Democrats down the ballot? [Listen.]

Strong Democrat

Lean Democrat

Undecided

Lean Trump

Strong Trump

Not Voting

Support Other

I totally understand. This is a big decision, with so much at stake in this election.

Personally, I'm supporting Joe Biden and other Democrats because [briefly share a personal experience or reason.]

What is your most important issue this year when voting on November 3rd? [Listen.]

Economy / Jobs

Health Care

Immigration

Beat Trump

Racial Justice

Women's Rights

Environment / Climate Change

Other

Wonderful! I'm glad to hear it. There's so much at stake this November. In order to defeat Trump and build an America that works for all of us, we're going to need everyone to pitch in.

There are a lot of ways to help out: you can host or attend a virtual grassroots event, make phone calls to voters like I am right now, or send text messages!

Can I get you signed up to volunteer right now?

Yes

Maybe

No

Later

Got it. Thank you for your time and have a good rest of your day!

DO NOT HANG UP YOUR PHONE

Click on **NEXT CALL - Talked to Correct Person** on the left to move on to your next call.

If you do not enter a result within 1 minute you will be logged out without saving your call results.

5. **Fill out embedded forms when prompted.** In some cases, like during calls focused on recruiting supporters to volunteer, the script will point you to an embedded form to fill out to sign up the supporter for a training or to the volunteer list.

IMPORTANT: certain fields of the form will auto-populate with the voter's information. Depending on your settings in your web browser, **the form sometimes auto-populates with a *previous* response you've submitted, so please be sure to confirm with the voter that the contact information is correct, before submitting the form!**

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The screenshot shows a web browser window with the URL <https://desktop.thrutalk.io/call>. The page header features the "2020 VICTORY" logo and links for "Host an event" and "Log in". The main heading is "Call Crew Training!" with a "HIGHEST PRIORITY" badge and "Virtual Training" text. Below this is a group photo of call crew members. To the right is a "SIGN UP NOW" form with fields for "First name *", "Last name *", "Email *", "Mobile", and "ZIP code *". Below the photo, event details are listed: "Time: 6 times, Thu 8/13 - Sun 8/23" and "Location: Virtual event, Join from anywhere". An "Available times" section is also present.

After completing and submitting the form, click the blue box in the script to keep moving through the script.

This screenshot is similar to the previous one but includes a blue instruction box above the sign-up form. The text in the box reads: "[Fill out and submit the form below, and THEN click here to continue.]". The rest of the page content, including the "2020 VICTORY" logo, "Call Crew Training!" heading, group photo, and sign-up form, is identical to the previous screenshot.

- 6. Press the End Call button.** If the person you are calling does not hang up, you will need to end the call using the red End Call button on the left panel. Do not end the call on your phone; you will

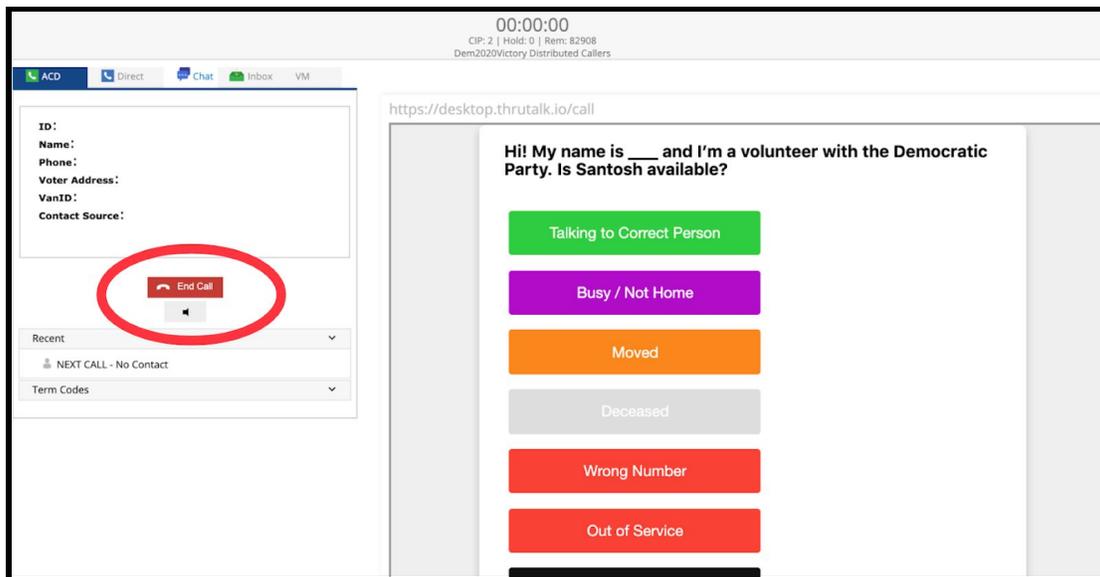
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stay dialed into the same phone number on your phone for the duration of your calling session, without hanging up.

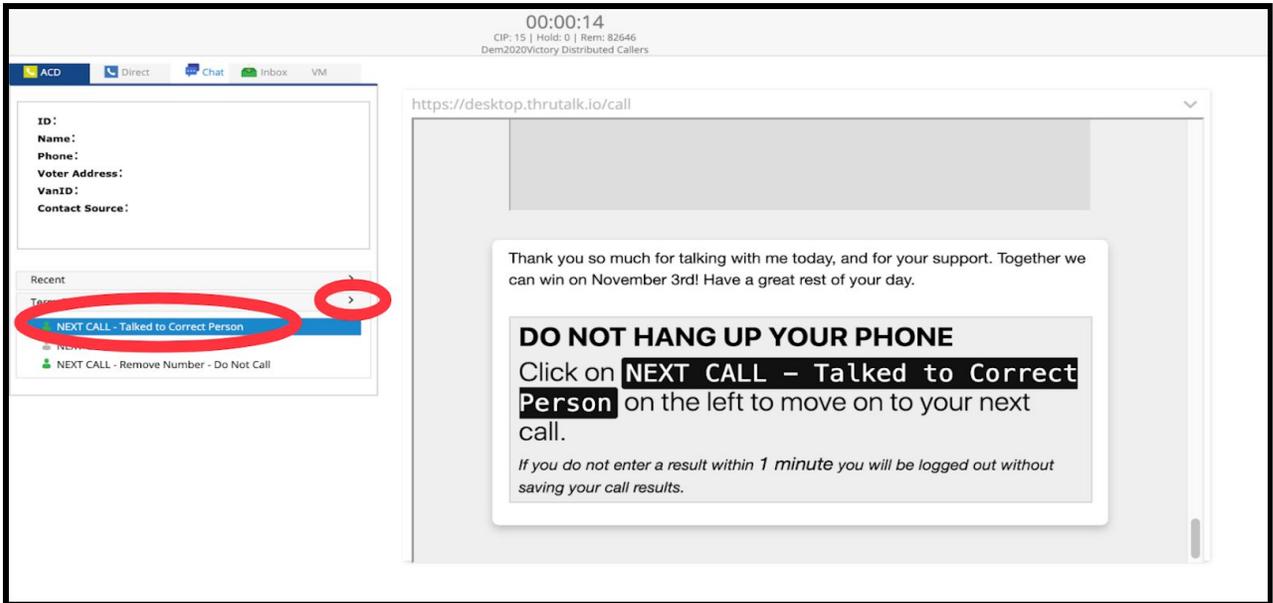


7. **Mark your call result by selecting the appropriate “Term Code” on the left-hand side of your screen, and move on to your next call. When you finish a phone call, *do not hang up your phone*. Instead, at the end of the script, a grey box will appear telling you which “Term Code” to mark on the left side of the screen, to mark your call result. Use the “Term Codes” dropdown, located under the “End Call” button, to save the results of your call before moving to the next. The most recent Term Code you used will appear on the left panel, but you can use the dropdown to see all three Term Codes. “Term Codes” determine whether the individual you talked to will get another call from the campaign. Your script responses will NOT be recorded until you choose a “Term Code.”**

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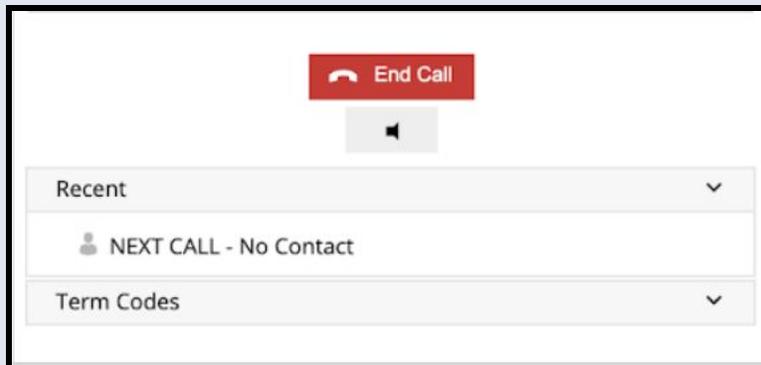
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See [How to Mark Your Call Results](#) for a guide on Term Codes.

Reminder: The default view of the left panel will only show you the most recent Term Code that you marked.



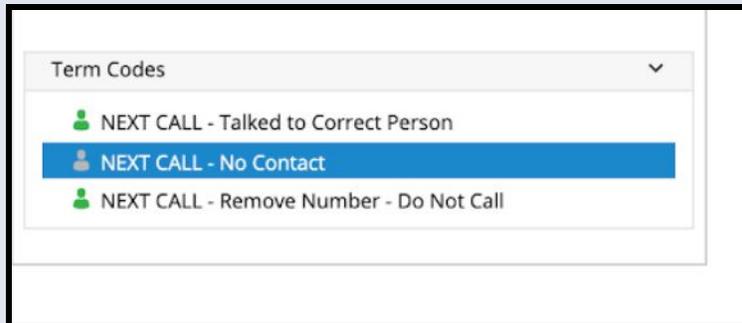
You can click the dropdown arrow next to "Term Codes" to see all three Term Codes.

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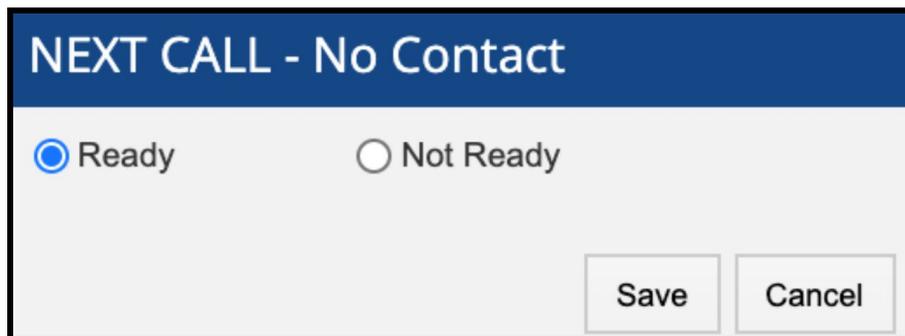
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- 8. Select Ready and wait for your next call.** After you submit a Term Code, you will indicate whether or not you are ready for another call on the Ready or Not Ready popup. If you indicate that you're Ready and click Save, you'll be put back into the queue to be connected with the next available voter who answers the phone. The line will be silent; listen for a beep, and when you hear it, start speaking to the next voter! Wait times vary, so do not be concerned if some wait times are longer than others.



Step Four: Take Breaks and End Calls

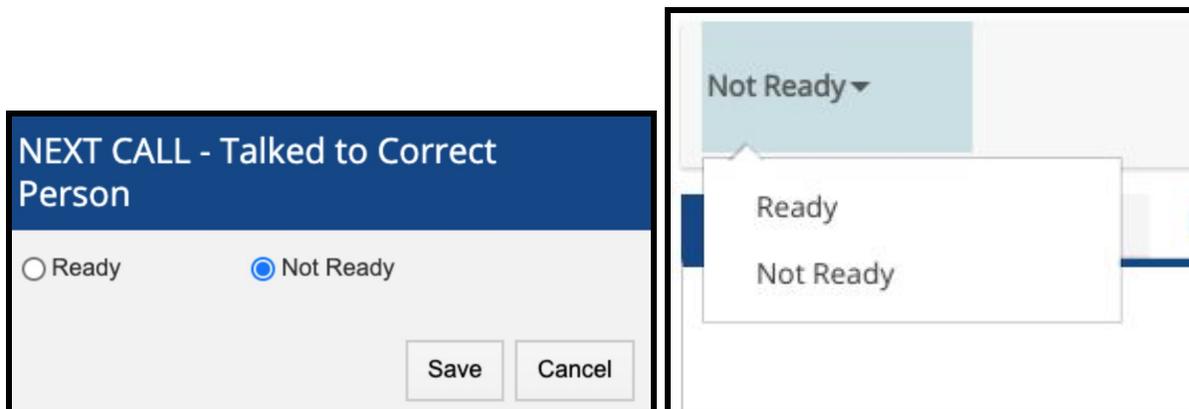
- 1. Take a quick break.** After submitting a Term Code, you will see the Ready or Not Ready popup. To start a short break, select Not Ready and press Save. When you are ready to resume, go to the Ready or Not Ready drop-down in the upper left corner of the screen, and toggle it to Ready. We recommend taking minimal breaks because the dialer works faster for everyone if you take fewer breaks. If you take a break longer than five minutes, the dialer will automatically log you out.

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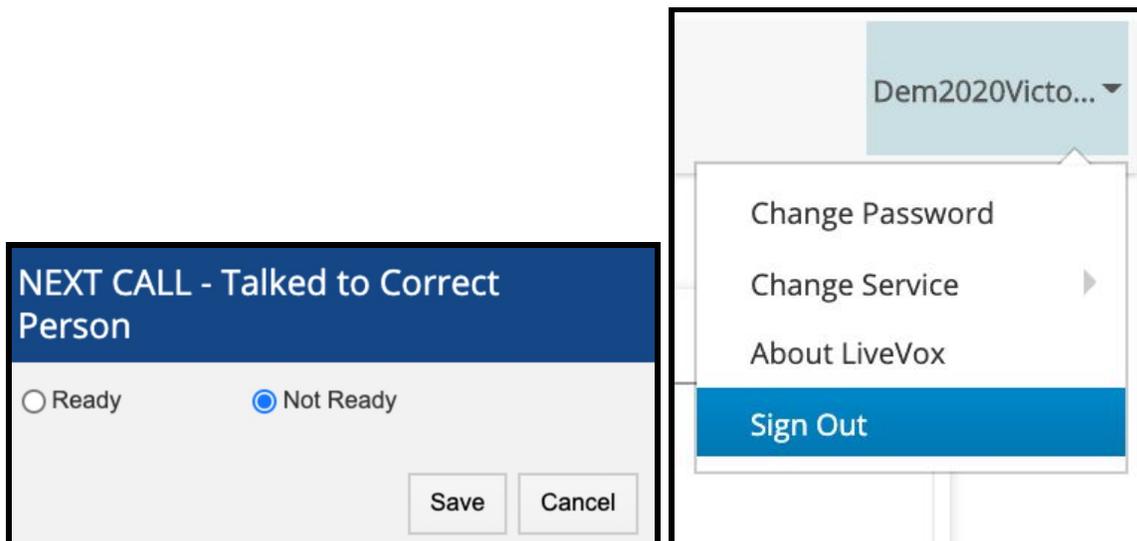
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- 2. Log Out when finished calling.** After your last call, select Not Ready on the popup screen. In the upper right corner of the screen, use the toggle menu with your username to toggle to Sign Out. You will be redirected to a login screen. If you wish to log back in and start a session later, close the window and open it again to generate a new username and password.



III. How to Mark Your Call Results

In order to log the results of your call, the Dem Dialer requires you to enter information in two places:

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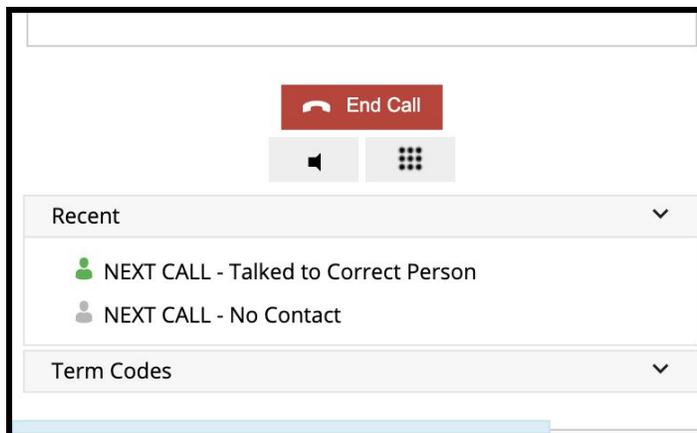
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1) **In the “Term Codes” dropdown menu, on the left hand panel of your screen.** This determines whether the individual will get another call from the campaign, so it’s incredibly important to mark it correctly. (**REMINDER:** if you only see one Term Code, use the drop down menu next to the word “Term Code” to see the rest.)

2) **In the script, on the right hand side of your screen.** These are the colorful buttons that you select throughout the course of your phone conversation with each voter. This is the information we save about the actual results of the call.

Please read and follow the guide below to understand which Term Code and which Script Button to use in various scenarios, depending on what happens during your call.

Term Codes



Script Buttons



DID SPEAK WITH CORRECT PERSON	SCRIPT BUTTON	TERM CODE
<p>The correct person answers and indicates ANY level of support or non-support.</p> <ul style="list-style-type: none"> • Support Democrat <ul style="list-style-type: none"> ○ “Biden is a great candidate! I want to help him win!” ○ “I’m voting straight Democratic down the ballot.” • Lean Democrat <ul style="list-style-type: none"> ○ “Not sure. I do really like Biden.” ○ “I might be voting for Biden.” • Undecided <ul style="list-style-type: none"> ○ “I’m not sure yet. I’m still doing my research.” 	Talking to Correct Person	NEXT CALL - Talked to Correct Person

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<ul style="list-style-type: none"> ○ "I don't love either party but I'm going to vote." ● Lean Republican <ul style="list-style-type: none"> ○ "I think I'm going to vote for the Republicans" ● Strong Republican <ul style="list-style-type: none"> ○ "Trump 2020! MAGA!" ○ "Nope, I'm a Republican." 		
<p>The correct person answers and indicates they are busy, cannot talk right now, and/or requests to be called at a later time.</p> <ul style="list-style-type: none"> ● "Yes, that's me. I'm busy right now / can't talk right now." ● "Yes, it's Joe. Can you call back later?" ● "Yes, it's me. Sorry, I'm at work. Goodbye." 	Busy / Not Home	NEXT CALL - Talked to Correct Person
<p>The correct person answers but says they've moved away from the state you are calling about voting in.</p> <ul style="list-style-type: none"> ● "I can't vote there, I moved to [another state]." 	Moved	NEXT CALL - Talked to Correct Person
<p>The correct person answers and explicitly asks to not be called again or to be removed from our list.</p> <ul style="list-style-type: none"> ● "Yes, it's Joe. DO NOT CALL ME AGAIN!!!" ● "Yes, it's me. I'm going to vote for Biden but PLEASE take me off your list!!" <p>The correct person answers and is aggressive and hostile (swears, yells, etc.)</p> <ul style="list-style-type: none"> ● "Yes, it's Joe. \$%!@ off and don't call this number again." 	Refused / Hostile	NEXT CALL - Remove Number - Do Not Call

DIDN'T SPEAK WITH THE CORRECT PERSON	SCRIPT BUTTON	TERM CODE
<p>Someone answers and says the person we are trying to reach is "not home" or "not available to talk right now."</p> <ul style="list-style-type: none"> ● "Joe is busy right now." ● "Joe can't talk right now." ● "Joe's here; may I ask who's calling?" but <u>hangs up on you</u> before you speak directly with the correct person. 	Busy / Not Home	NEXT CALL - No Contact

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<p>You get a voicemail message.</p> <ul style="list-style-type: none"> • Note: DO NOT LEAVE A VOICEMAIL. Just press the red End Call button on the left-hand side, mark the correct script button and Term Code, and move onto your next call. <p>The phone just keeps ringing and no one answers.</p>		
<p>Someone answers and then hangs up before you have a chance to identify whether or not you are talking with the correct person.</p> <ul style="list-style-type: none"> • Someone quickly interrupts you and says, “we’re not interested, goodbye.” 	Hangup	NEXT CALL - No Contact
<p>Someone answers and indicates that this is a wrong number / that the person we are trying to reach no longer owns this number.</p> <ul style="list-style-type: none"> • “You have the wrong number.” • “I don’t know who Joe is. You must have the wrong house.” • You reach a business. <p>You get a voicemail message that indicates that this phone number definitely does not belong to the person we’re trying to reach.</p> <ul style="list-style-type: none"> • “Hi, this ___ [incorrect person], and I can’t come to the phone right now.” • You receive the voicemail message of a business. 	Wrong Number	NEXT CALL - No Contact
<p>The phone number is no longer in service.</p> <ul style="list-style-type: none"> • A recording indicates that the number you called is disconnected or out of service. • You receive a fax tone. 	Out of Service	NEXT CALL - No Contact
<p>Someone answers and indicates that the correct person used to live here but has moved to a different state.</p> <ul style="list-style-type: none"> • “Joe doesn’t live here anymore. He moved to [other state].” • “Joe is away at college.” 	Moved	NEXT CALL - No Contact

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<p>Someone “answers” the phone and sounds like they are in the middle of a strange, alarming, or upsetting scenario. This is a lifelike recording from a “robo-blocker” app meant to waste our time.</p> <ul style="list-style-type: none">• “Hang on, hang on, I’m in a bar fight, just a second.”• “My wife is having a baby right now!!”• “THESE CALLS ARE ILLEGAL! YOU’RE GOING TO JAIL!” <p>NOTE: to check whether you’re speaking with a real person or a fake recording, ask them a specific question. If they do not answer, end the call and mark the call results as indicated here.</p>	Robo-Blocker	NEXT CALL - No Contact
Someone answers and speaks a language in which you are not fluent.	Other Language	NEXT CALL - No Contact
Someone answers and informs you that the person we are trying to reach is unfortunately deceased.	Deceased	NEXT CALL - No Contact
Another household member answers and is adamant to be removed from the list.	Refused / Hostile	NEXT CALL - Remove Number - Do Not Call
Someone pranks or trolls you or is very rude, even if they have not confirmed who they are.		

IV. How to Join and Use Slack

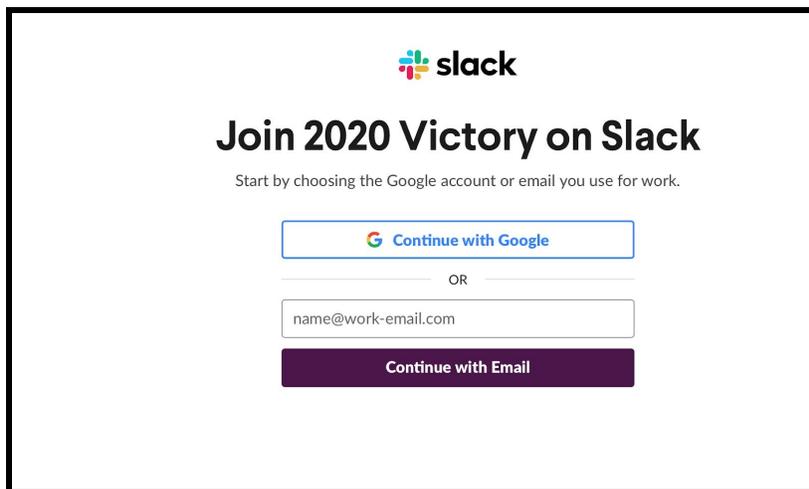
Follow this link to sign up for an account: <https://2020victory.io/generalslack>. You’ll see the below screen, and you should fill out your email address.

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A screenshot of the Slack sign-up page for 2020 Victory. At the top is the Slack logo. Below it is the heading "Join 2020 Victory on Slack". Underneath is the instruction "Start by choosing the Google account or email you use for work." There are two options: "Continue with Google" (a blue button) and "Continue with Email" (a purple button). Between these buttons is an "OR" separator and an email input field containing the placeholder text "name@work-email.com".

If the link tells you that you need an @joebiden.com account, wait an hour or two, and try again. We update our Slack links frequently, but with the tens of thousands of new volunteers we have flooding into our Slack workspace, we need to reset the link frequently.

What if I already have a Slack account for another organization?

If you already have an account on a different Slack “workspace”, such as for work, another organization, or another campaign, then when you click the link to join our Slack, it may bring up this other Slack workspace. If so, simply select the **“Add Workspace”** option to join our Slack workspace.

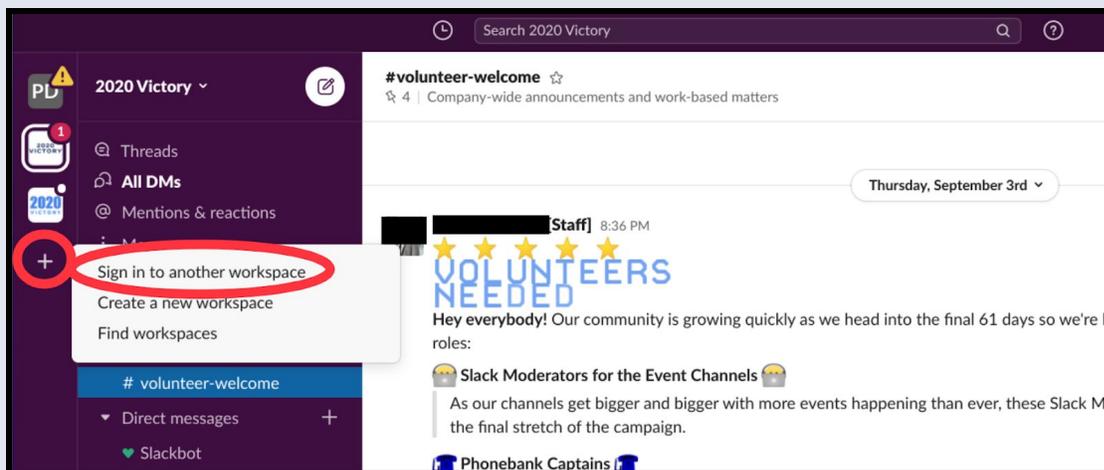
- ◆ Computer: on a computer, you will find this option by clicking the down arrow next to the name of your current workspace, as shown below, selecting “Add Workspace” and then selecting “Sign into another workspace.”
- ◆ Phone: on the Slack mobile app, there’s a plus arrow on the far right under the icons of your current workspaces. Click the plus icon to find the “Add Workspace” and again select “Sign into another workspace.”

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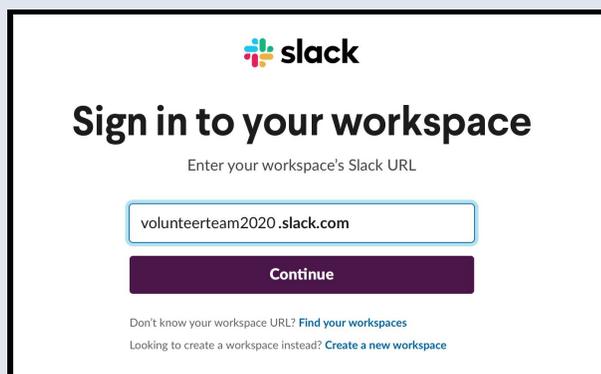
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You will be sent to this page, where you enter “**volunteerteam2020**” as the URL and click “continue.” You’ll be sent to step 2 below.



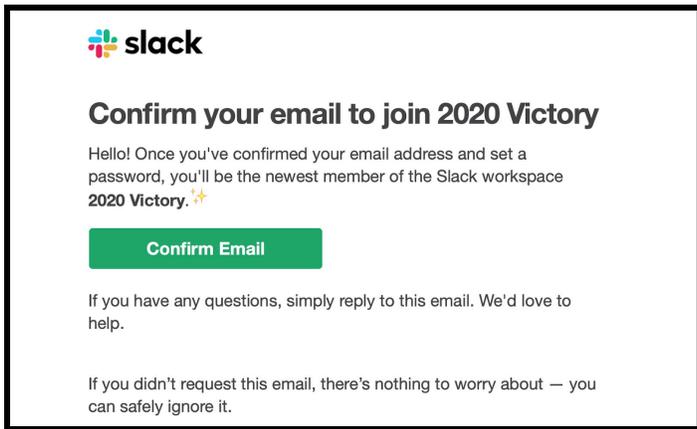
Confirm your email. You will receive an email from Slack to the email you indicated, and you should click the link in your email to verify your account. When you click the Confirm button in your email, you’ll open Slack, add your name, and make up a password for yourself. Slack will ask you to enter a “Work Email,” but you can use a personal email.

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slack

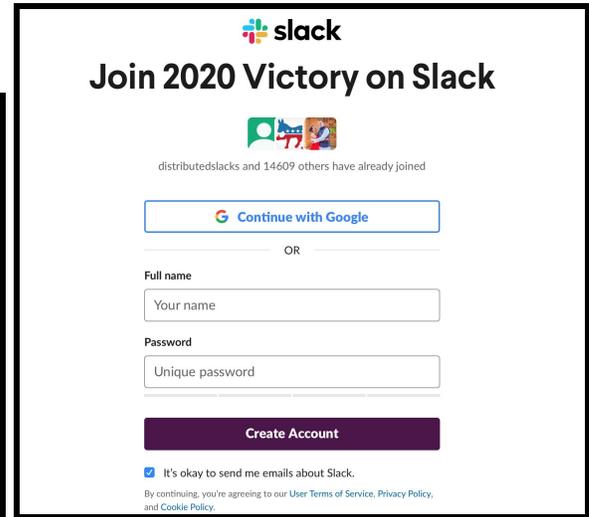
Confirm your email to join 2020 Victory

Hello! Once you've confirmed your email address and set a password, you'll be the newest member of the Slack workspace **2020 Victory**.

[Confirm Email](#)

If you have any questions, simply reply to this email. We'd love to help.

If you didn't request this email, there's nothing to worry about — you can safely ignore it.



slack

Join 2020 Victory on Slack

distributedslacks and 14609 others have already joined

[Continue with Google](#)

OR

Full name
Your name

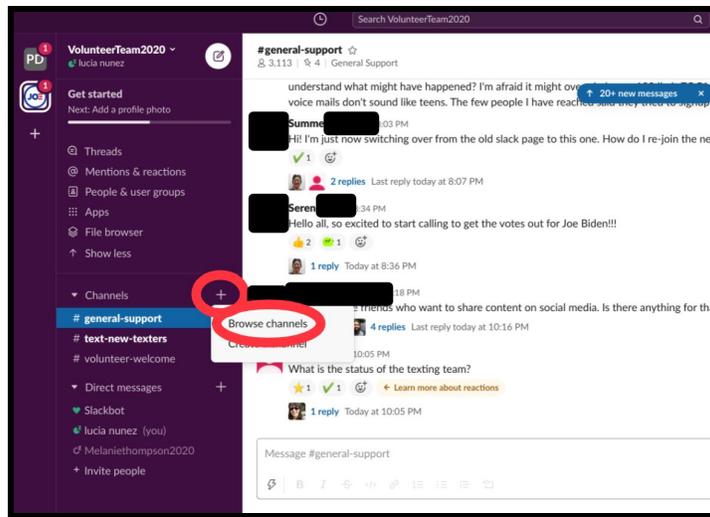
Password
Unique password

[Create Account](#)

It's okay to send me emails about Slack.

By continuing, you're agreeing to our [User Terms of Service](#), [Privacy Policy](#), and [Cookie Policy](#).

Join the Call Crew channel in Slack. A welcome screen will help you get set up, and then you should Browse Channels and select #Call-crew.

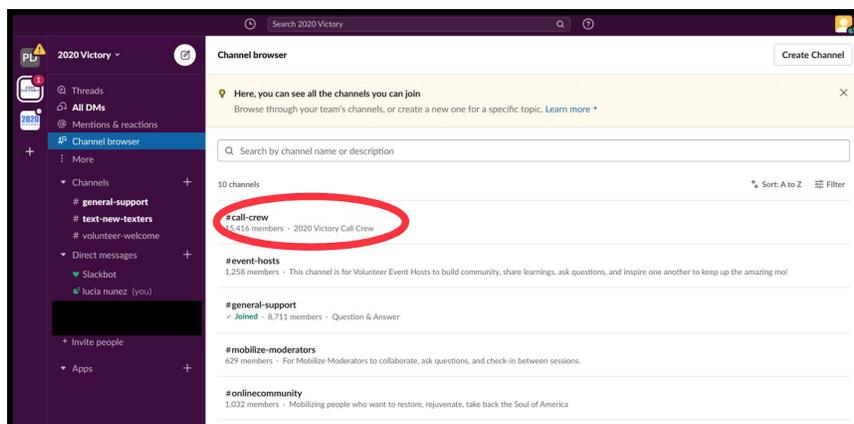


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Always keep an eye on the #call-crew channel whenever you are making calls on the Dem Dialer, to receive time-sensitive updates from the campaign, receive support, and stay in touch with the team.

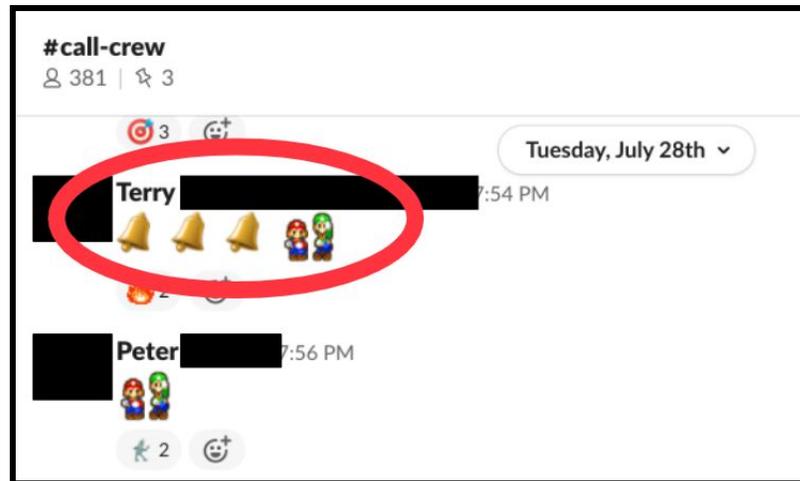
- a. **Check in and check out:** every time you make calls, please post a “sign in” message to let us know you’re here and about to start making calls with us. When you’re done calling for the day, please post a “check out” message letting us know how it went, any particular successes, any top tips you have for other callers, anything you need more help with for next time, and when we can expect to see you again!.
- b. **Share your successes:** post a bell emoji when you identify a supporter during a call, and post a Mario and Luigi emoji when you recruit a new volunteer on a call!
 - i. To post the emoji indicating you identified a supporter, type **:bellringing:** in the Slack channel, and the animated emoji will appear
 - ii. To post the emoji indicating you recruited a new volunteer, type **:marioluigiance:**

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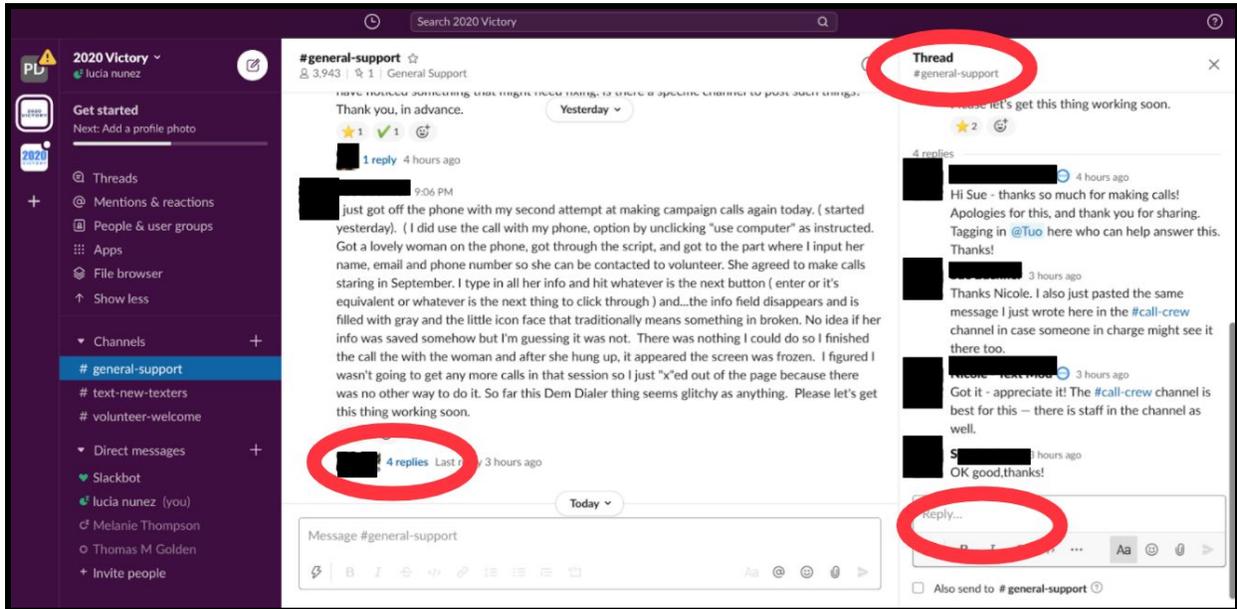


- c. **Ask questions:** post questions in the channel and moderators will respond.
- d. **Always “thread” your replies:** we use “threads” to keep conversations organized, so moderators will respond specifically to your comment rather than in a separate post in the thread. To see a thread in a channel, click the blue words below a post that say the number of replies, and you’ll see a panel on the right with the thread. Scroll to the bottom of the thread to see a box where you can type your reply. Please use threads when responding to posts in the channel; it helps us all stay organized.

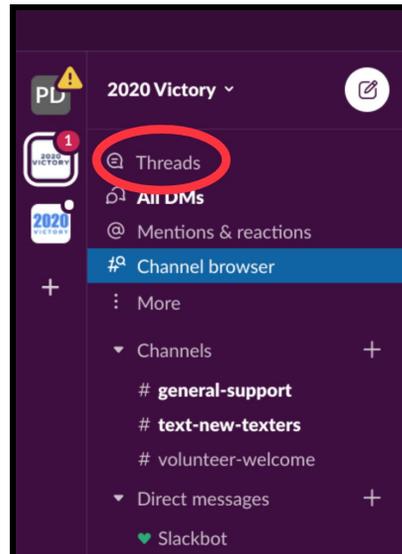
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To find threads that you posted in or that respond to your posts, select “Threads” in the purple menu on the left. When you have unread replies in threads, the word “Threads” will show up bolded, and when you are caught up on replies, the word will be in regular unbolded text.



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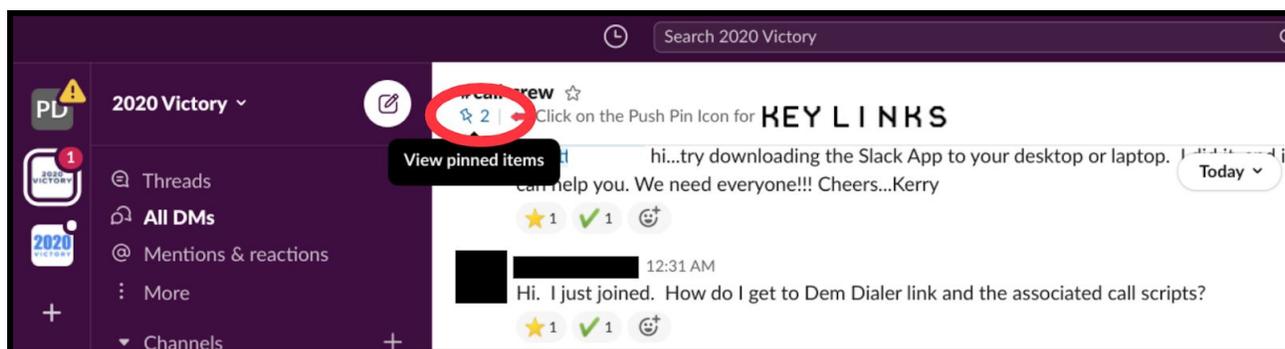
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- e. **Avoid posting private info:** please do not post in the channel the private information of any voters or volunteers with whom you speak on the phone, such as their name, email, phone number or address. If you are ever unable to successfully input a voter or volunteer's information in the script, please instead fill out our [Voter Information Form](#), and staff will reach out to the voter in question.

5. View pinned items to see announcements and key links. At the top of the channel, click the pin button to see pinned items. Pinned items include all the important links, from written guides to the preview script to the link to the current calls.

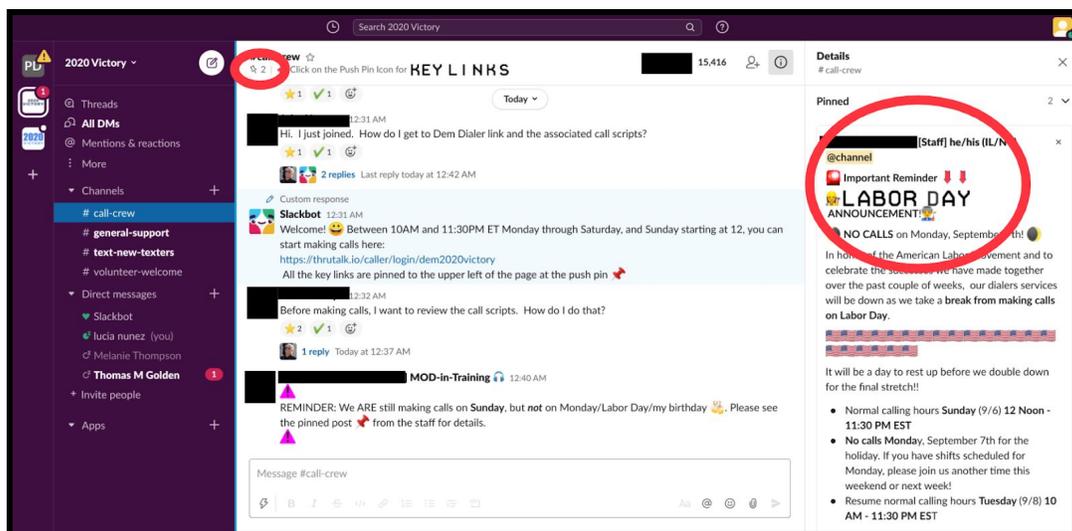


The pinned items will show up in a panel on the right. Pinned items is where you will find announcements like calling hours and updates of where we are calling.

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V. Having Effective Conversations with Voters

Talking with Undecided Voters

Relate, DON'T Debate

When we speak with undecided voters, we use a method called Listen Acknowledge Relate Connect (LARC) to engage with them.

Don't debate: we use this framework because listening, acknowledging, and vulnerably sharing about the personal experiences that lead you to support a candidate is proven by research to be *much* more effective than engaging in debates over policies or "facts." When we "debate" with a voter, they are more likely to just dig in deeper into their current viewpoint. Sharing and relating is proven to be more successful in persuading people who are on the fence.

Listen

WHAT: Listen actively to the voter's concerns.

HOW: Listen to understand, not to respond. Listen more than you talk. Make verbal affirmations to show that you're listening.

SAY: "If you could change one thing about our country, what would it be?"

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Acknowledge	<p>WHAT: Acknowledge their concerns.</p> <p>HOW: Summarize the concerns and issues the voter shared with you and repeat them back to them. Ask questions to check for clarity. Acknowledge pain with empathy.</p> <p>SAY: "It sounds like you..." "Wow, that sounds really hard." Acknowledge a viewpoint even if you don't share it. "Interesting, tell me more about that."</p>
Relate	<p>WHAT: Relate the voter's concerns to an issue you care about, your life experience, or a value you both share.</p> <p>HOW: Be vulnerable and share your authentic story. Then, draw a connection between your story and their concerns and values.</p> <p>SAY: Share your story and your reasons for volunteering. "As someone who ____, I also care about ____."</p>
Connect	<p>WHAT: Connect the values you both care about to Joe's and other democrats' vision and values.</p> <p>HOW: No need to be an expert. Voters are moved by authenticity over authority.</p> <p>SAY: "I support Joe and other democrats because they share our vision for ____ and have a plan for/have a record of ____."</p>

Share Your Personal Story

As mentioned, one of the best tools to help win the support of undecided voters is to briefly share your personal story. A story is:

- Rooted in personal experience
- Connected to values
- Authentic

Think of a story as this:

Rather than these:

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"I'm supporting Joe because the Affordable Care Act helped my family ensure we had the money we needed to send me to college. Without it, I wouldn't be where I am today. Joe has always stood up for families like mine."

"I support Joe because I want to get rid of Donald Trump."

"I support Joe because I love Obama."

"I support John Hickenlooper because he can win independents."

Maximizing Our Impact

Our call scripts reflect research by and input from communications professionals, and include intentional language to maximize the impact of the call, so, please stick to the script for the highest impact.

Stick to the Script

State all "asks" confidently and unapologetically

- ◆ It's particularly important that you read the "asks" to voters (e.g., "will you commit to request your Vote-from-Home ballot today?") as written in the call scripts, because they are written to be direct and unapologetic when asking a voter to turn in their ballot, volunteer, or take other action!
- ◆ You may find that some language feels "pushy" or "too forward" to you at a first glance. Please don't let it scare you into backing down. We ask that you read the "asks" as they are written in the script, because research shows that that phrasing has the best impact.
- ◆ Please avoid adding "squishy" language that dilutes the strength of your call. If you phrase something like "do you think you might be able to possibly turn in your Vote-from-Home ballot sometime this week?," you almost sound apologetic for asking this voter to participate in democracy. Instead, it's better to say something like "Can I count on you to return your vote by mail ballot today?" Be unapologetic -- you are helping someone participate in democracy!

Use "social pressure" language

- ◆ When you are having conversations aimed at engaging our supporters to go vote, you will see that the call script language uses "social pressure" and other tested and proven tactics. Please stick to the script, because research shows that that phrasing has the best impact.

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- ◆ An example of social pressure is saying “I’ve been talking to your neighbors, and they are all excited to vote this year!” or “voting early by mail is very popular this year.” This tactic gives voters the impression that voter turnout will be high, and that voting is an expected behavior. The research shows that this becomes a self-fulfilling prophecy.

VI. Calling Tips and What to Expect

1. **You will get a range of responses. All types of responses are valuable information for the campaign.** You will speak to strong Democrats, Trump supporters, undecided voters, and both polite and rude people, some of whom do and some of whom do not want to speak with us. Keep your head up and remember that when voters are rude or do not want to speak with us, it is not personal. Even supporters may have a bad day and be rude or refuse to engage with us.

Most importantly, remember that even when you reach a wrong number or speak to voters who do not support us, you are collecting incredibly useful data that the campaign can use to gauge voters’ support levels and determine who to call in the future. **Identifying a non-supporter or undecided voter is just as valuable of information for the campaign as identifying a supporter.**

2. **You will encounter the occasional “Robo-Response” call blocker, which sounds like an alarming lifelike scenario.** Some people use apps on their smartphones that play an automated recording like this when they suspect they are receiving a spam call. These recordings sound like a real person answered the phone and is in a strange, alarming, or upsetting scenario, such as someone who’s claiming they’re on a roller coaster, that their wife’s having a baby, or claiming that our calls are illegal. You should check for whether you’re speaking with a real person or a fake recording by asking them a specific question. Mark these call blockers Robo-Blocker and No Contact and move on.
3. **Start speaking as soon as you hear a beep.** Remember that there is no waiting music as you wait for a call. The line will be silent, and when there is a voter on the line, you will hear a beep and should start speaking immediately. When you hear the beep, the voter has likely already said “hello,” so you should speak immediately to avoid a long pause on the voter’s end. If you notice a lot of hangups before you begin speaking, you probably need to jump in more quickly -- try to start speaking over the beep with your hello!

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4. **Read and practice the whole script before you start calling.** Click through all the script responses in the [preview script](#) so you can see what you should say to supporters, undecided voters, etc. There are often multiple follow up questions. Study each “branch” of the script, become familiar with what questions you should ask each type of voter, and learn what key pieces of information you should communicate to them.
5. **Get in a winning mindset for making calls.** Sometimes it’s easy to make calls in isolation and let yourself get discouraged and distracted from your purpose. Always remember that making calls to voters is a tried and tested method that can push us over the edge to victory in key states, so the impact of your work really adds up. Here are some tips for grounding yourself and creating a winning mindset for yourself as you begin a calling shift:
 - a. Remember, we do this because it works and research shows that.
 - b. Get a friend to join you remotely if possible.
 - c. Before you get started, take a few minutes for mindfulness to write down why you are doing this, or listen to an inspiring song.
 - d. Text a supportive friend that you are doing this, and ask if you can lean on them if you get nervous.
 - e. Important: join the Call Crew on Slack, where thousands of volunteers like you can cheer you on to our shared purpose. We’re so glad you’re on our team!
6. **Above all, persevere.** It’s common to have technology frustrations or to talk to a rude voter here or there. Do not let it distract you from your mission! We are all in this together and we need you on the team.

VII. FAQs

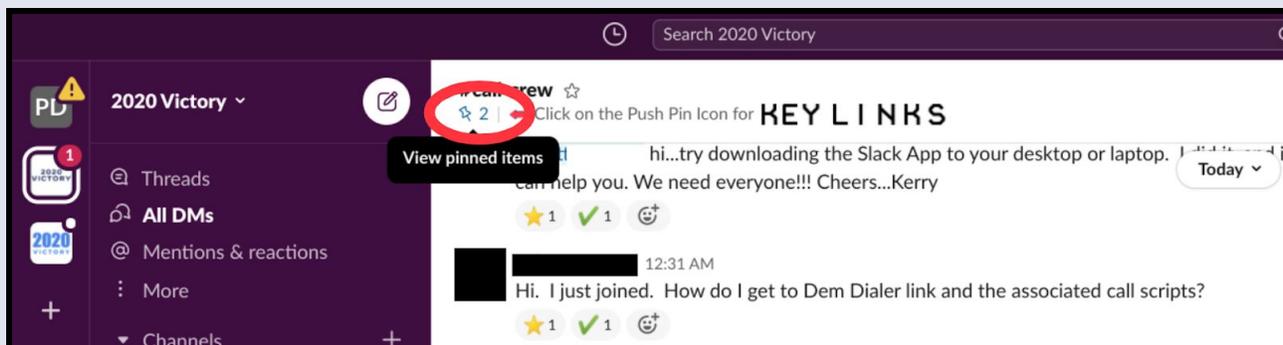
1. I’m in the Call Crew Slack channel. Now where do I go to get started calling?

Click on the pushpin icon in the #call-crew Slack channel, as shown here at the very top of the Screen:

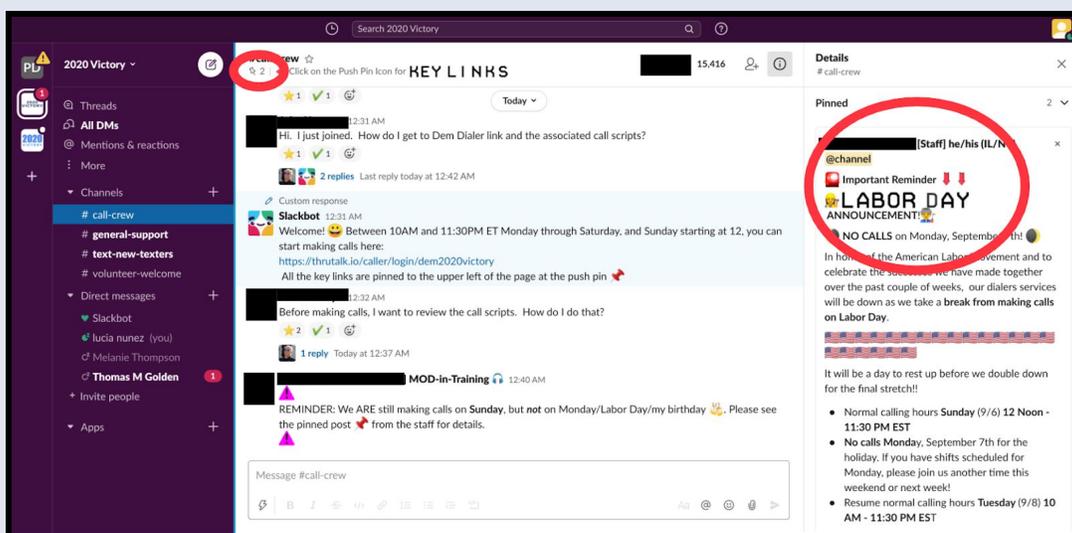
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When you click on this icon, you will see recent posts from staff with **KEY LINKS**. One of these key links is the dialer login, and another is the preview script. This is how you can get started.



Every time you get ready to start calling on the Dem Dialer, always start by reading these pinned posts in #call-crew Slack channel. In addition to containing key links, this is also where you find out which types of calls the team is currently making.

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2. What if I can't get into Slack?

If you are having difficulty getting into Slack, first [review the section above on Slack](#). If it's still not working, join us at Office Hours so we can assist you!

3. The Dem Dialer is not working for me; what can I do?

If you are having difficulty logging into or using the Dialer, here are some things to check first:

- A.** Make sure you are using a computer (recommended) or tablet with the web browser Google Chrome or Firefox -- *NOT* Safari, which does not work with the Dialer. You cannot access the Dem Dialer interface from a smartphone; be sure you are using a desktop computer or laptop (recommended), or tablet.
- B.** If you are having difficulty logging in and your login credentials are not accepted, check 1) that it's during calling hours (Mondays - Saturdays 10am-11:30pm ET and Sundays 12-11:30pm ET), and 2) that you've copied and pasted the login information that the Dem Dialer gave you correctly. It's easy to accidentally copy a space next to the password or username. Just re-copy and paste, and that should do the trick!
- C.** If the Dialer is still not working for any reason, please refresh your web page, log out of the Dialer and back in, or try opening an incognito or private web browser window and logging into the Dialer from there. If it's still not working, you can always restart your computer or try again later.

You are also welcome to view the following additional Dem Dialer troubleshooting guides if you're experiencing any of the following challenges:

- you're having [difficulty logging in can't log in](#),
- your [script is not loading](#)
- you're experiencing [connection challenges](#)
- and other [tech support questions](#)

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- D. If after attempting all the above steps, you are still having difficulty logging into or using the Dialer, please post in the #call-crew Slack channel and a trained moderator will help you out right away.

4. Why does the Dialer say I've made zero calls? / Why is the call counter not working?

The "call counter" displayed in the Dem Dialer sometimes doesn't work with specific web browsers. This is a known bug -- don't worry, your call information is still being recorded! Try reopening the Dialer in a private or incognito web browser window. If a private browsing window doesn't do the trick, turn off any and all browser extensions that block ads or pop-ups, in your web browser "preferences" or "settings."

5. A voter wants to volunteer or wants further voting information, but I wasn't able to put their information into the form or the script. What should I do with their personal info?

No worries, it happens! Please fill out our [Voter Information Form](#) with the voter or volunteer's information, and we will reach out to them. Please do not post a voter or volunteer's personal information in the #call-crew channel in Slack, since this is private information.

6. How do we know which state we are calling on a given day?

We post information on which states we are calling each day in the #call-crew channel in Slack! Check the pinned posts (see the first question) to view this information. The Slack channel is the only place where you can receive this up-to-date information.

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7. What is a Call Crew “Mod” or “Moderator”?

Our moderators or “mods” are volunteer leaders who play a critical role in managing the 2020 Victory Call Crew by supporting, encouraging, and quickly answering the questions of thousands of volunteers around the country who make calls to voters daily using our Dem Dialer. Moderators are experienced callers themselves, and are very knowledgeable about the Dem Dialer. We wouldn’t be able to make millions of calls to voters without them -- please thank a Mod when you see them! :)

8. How can I become a Moderator with the Call Crew?

If you have been a member of Call Crew making regular calls with us for at least 1-2 weeks, you can [apply to become a Call Crew Moderator](#), by completing this application form! We look forward to receiving your application.

Before applying, please be sure you can make the time commitment. Moderators commit to complete at least 3 two-hour “shifts” per week, in addition to attending a one-hour weekly Mod Call to receive important updates from staff.

You might be a good fit to become a Call Crew Mod if:

- You're detail-oriented and can juggle lots of frequently-evolving pieces of information.
- You're very comfortable using the technology of both Slack and the Dem Dialer.
- You're able to have a warm, welcoming, energetic, and supportive presence when supporting and answering questions from volunteer callers.
- You can commit at least 7 hours/week.

9. When making calls on the Dem Dialer, when do I start speaking?

As soon as you hear the beep, please launch into the script. That beep lets you know that the call is connected and there’s a person on the other end. They have likely already said “hello,” so please immediately start speaking when you hear the beep!

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10. I'm calling, but not hearing anything. What's wrong?

Did this occur on one call with a voter, or on multiple different calls? If this only happened with one call, it's possible that the call simply took a little longer than usual to connect, and the voter you were trying to reach had already hung up. If that's the case, the red "End Call" button would not be visible, and you can just mark it as "Busy / Not Home" and move to the next call.

If this has happened during more than one call, this could be because you are using your *computer* for your call audio (which utilizes an internet connection), rather than your phone (which utilizes cell service). We recommend using the audio from your cellphone or landline, because using computer audio often causes a few seconds of lag.

To switch to using phone audio, please log out of the Dialer and, when you log back in, be sure to uncheck the "Call Using Computer" check box on the login screen. Once you're logged in, the Dialer will prompt you to dial a specific phone number on your phone, and enter a seven-digit code. This is how you connect your phone audio to make calls on the Dem Dialer. (Please view step-by-step instructions with photos in the "Using the Dem Dialer" section earlier in this Guide.)

If you uncheck the "Call Using Computer" button and your computer still tries to connect an audio path (which is pretty uncommon), when your computer asks permission for the audio path, tell it no. This will then lead the system to offer you the phone number to dial in with.

If after attempting all the above steps, you are still experiencing a lack of audio on your calls, please post in the #call-crew Slack channel and a trained moderator will help you out right away.

11. When my call with a voter ended, I hung up my phone / pressed "end call" on my phone. What next?

While it may be instinctive at first, please do *NOT* hang up your phone between calls with voters. If you already have, you must log back into the Dem Dialer. In the future, when you

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finish a call, please do not end the call on your phone. Instead, simply enter a "Term Code" on the left side of your screen before moving on to the next call. You will stay dialed into the same phone number on your phone for the duration of your calling session, without hanging up.

12. What is the box on the left side of my screen on the Dem Dialer?

The space under the 'End Call' button is designated for "Term Codes," which determine whether the individual you talked to will get another call from us in the future. Your script responses and the results of your call will *NOT* be recorded until you choose a "Term Code," so please be sure to ALWAYS select a "Term Code" at the end of each call.

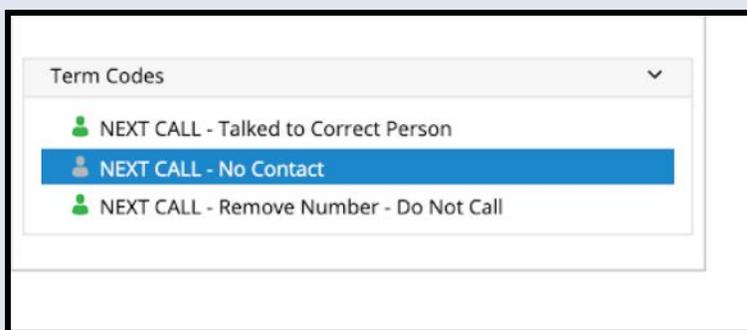
If the term code you're looking for is not listed, make sure you click the button that says "Term Codes" to access the missing Term Code that you need.

Please read the ["How to Mark Your Call Results"](#) section of this Guide for detailed instructions on which Term Codes to use in various situations.

Reminder: please use the "Remove Number - Do Not Call" Term Code very sparingly -- generally only if the voter explicitly asks you to remove them from our list.

13. What do I do if I only see one Term Code?

If you don't see all three term codes, click on the grey down arrow (∨) to the right of the words "Term Code." You should see these options: "Talked to Correct Person," "No Contact," and "Remove Number - Do Not Call."



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[Log In and Make Calls Now!](#)

Please read the [“How to Mark Your Call Results”](#) section of this Guide for detailed instructions about which script buttons and Term Codes to use in various situations.

14. Do the people I’m calling see my phone number?

Nope! The people you call will see a campaign-provided phone number, *NOT* the number that you dial in from.

15. Where can I see the call script before I start calling?

You can view the current script at 2020victory.io/previewscript. We will also post an updated script on the #Call-Crew channel daily when the Dialer opens. The script changes frequently, as we switch the types of calls we are making and the states we are calling into throughout the day, so please be sure to read through the preview script each time before starting, to make sure you are conveying the correct message to the voters.

16. I’m hearing a voicemail greeting/fax machine/robo-blocker instead of a voter when the call connects. What’s wrong?

Occasionally, you’ll get a robo-call blocker or the dialer will confuse a voicemail machine with an actual person. When this happens, simply end the call via the red End Call button, select the appropriate script button (with No Contact for voicemails or robo-call blocker for those), enter the ‘No Contact’ term code, and move on.

Please read the [“How to Mark Your Call Results”](#) section of this Guide for detailed instructions about which script buttons and Term Codes to use in various situations.

17. What’s taking so long in between calls?

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Generally, you can expect to wait **15-60 seconds** between calls. You will wait in silence until you get connected with the next available voter. If you are waiting longer than two minutes, feel free to post in the #call-crew Slack channel to let a Moderator know.

Other reasons you might be experiencing longer wait times include:

- A. We've switched Dialer services and you need to log out and back in:** you might be experiencing a longer wait time if we've switched the state we're calling into and you missed the message in Slack. Please check the pinned posts in the #call-crew channel to see if that's the case. If so, you simply need to log out of the Dialer and back in. When you do, it will take you to the correct 'dialer service,' for the state we're now calling into. We switch states based on the highest priority needs of the campaign, and also to respect local time zones, so that we're never calling voters too early or too late.
- B. The calling list is refreshing:** there are occasionally short delays when the Dialer is refreshing our calling list. If there's still a delay, take a five-minute break to grab some water or a snack, or stretch. When you're done, the dialer should be back up and running!
- C. There are fewer callers on the Dialer right now:** when wait times exceed a couple of minutes, the most likely culprit is a smaller number of callers currently logged onto the Dialer. The Dialer moves faster for everyone when more folks are making calls, so please encourage friends, family and other Call Crew members to join you!

18. What do I mark if I'm talking to a different voter in the right household?

Make sure you ask to speak with the desired voter. If that voter is not available, politely thank the member of the household with whom you are speaking, let them know you'll call back at another time, and end the call. Even if a spouse, partner, or family member reveals whom the voter plans on supporting, mark the call with the 'Next Call - No Contact' Term Code.

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19. Where is the rest of the script? I can only see the first part.

The calling script is interactive! It will change based on the button you click. Click through the various outcomes of a call to reveal the different branches of the script. You can always scroll up and choose a different response if you make a mistake.

20. I just got an error after submitting the Volunteer Form, to sign the voter up to volunteer with us. What's up?

This is a minor bug in the software that we are working to fix. **Please ignore the error message.** Rest assured that the voter information has been properly submitted and they will receive the necessary steps to volunteer.

21. What do I mark if I have a wrong number, but the person on the line still says they're supporting?

We don't want to continue contacting this voter under the incorrect name, so politely thank them, end the call, select the script button "Wrong Number," and select the Term Code **NEXT CALL - No Contact**.

Please read the ["How to Mark Your Call Results"](#) section of this Guide for detailed instructions about which script buttons and Term Codes to use in various situations.

22. What do I do if a voter gives feedback for the Campaign?

Thank the voter for their feedback and politely advise them to email info@joebiden.com, so that we can make sure that their feedback is received by the correct department on the campaign.

23. What if I'm getting a lot of no contacts or people to remove from the list?

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It's common to get high rates of No Contact and Remove From List results, including no answer, busy, hangup, and robo-blocker recordings. That's ok! Even when you reach a wrong number or speak to voters who do not support us, you are collecting incredibly useful data that the campaign can use to gauge voters' support levels and determine who to call in the future. Identifying a non-supporter or undecided voter is just as valuable of information for the campaign as identifying a supporter. It's very helpful for the campaign to know which voters are firm non-supporters, so we don't spend volunteers' limited and valuable time having further conversations with them.

Please continue the great work and keep logging each result in the Dem Dialer as accurately as possible. Thanks for all you're doing!!

24. How do I handle an angry/unpleasant/hostile voter?

Identifying people we should NOT call again is valuable to the cause. If they're hostile, do your best to not take it personally. End the call quickly, such as by saying "Got it, thank you. Have a great day" and press the red End Call button. Please do not spend more time engaging with them. There are too many other voters we need your help talking with! 😊

Of course, please always stay completely professional and *never* return the hostility, unpleasantness, or profanity. If you're feeling heated, feel free to take a quick break, get a drink of water, remind yourself why you're here, and then come back to calling when you're ready. There are millions of great supporters out there, and it may not always be easy. You are fighting for the soul of this nation!

25. How do I get off the phone with a chatty supporter?

If they're being chatty, you can share "It sounds like you're really passionate. Would you like to join us as a volunteer?" Please also let them know that you are enjoying the conversation and would love to chat more, but unfortunately have to get going to your next call. Wish them well and politely end the call.

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As much as possible, please be diligent to not let your calls last longer than 10-15 minutes. There are too many other voters we need your help talking with! 😊

26. How do I get off the phone with someone who's still pretty undecided?

If they're still not clear about who they're going to be supporting and are getting into a longer conversation beyond about 10 minutes, you can thank them for sharing what they've shared, reiterate your support, and say something like "I'm excited to be voting for Biden. I hope you will be too, and of course, it's up to you! I hope we can win your support." Wish them the best in their decision.

As much as possible, please be diligent to not let your calls last longer than 10-15 minutes. There are too many other voters we need your help talking with! 😊

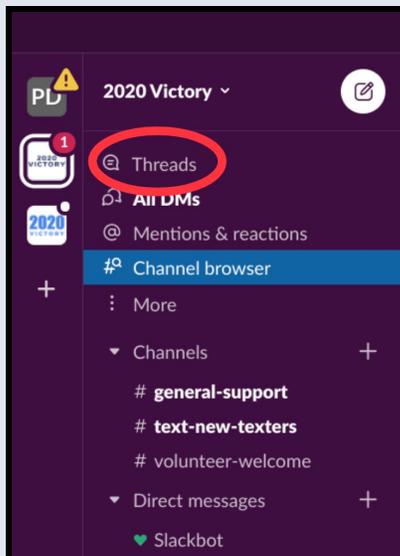
27. How do I find replies to messages I've posted in Slack or other activity related to my posts?

If you click on "Threads" at the top of the menu on the left-hand side of your screen on Slack, you can view all recent conversations you initiated or replied to. If you click on "Mentions & Reactions," also on the left-hand side of your screen, you can view all recent messages in which someone mentioned you.

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28. What if a voter needs more information about voting?

Please direct the supporter to www.iwillvote.com and give them the Democratic voter hotline number: 833-336-8683. (For your awareness, this hotline number is also listed on the www.iwillvote.com homepage, if you ever need to locate it.)

29. What if I don't hear a beep or ding?

This does happen occasionally. It probably means that you need to refresh your web browser. As always, make sure you're using the web browsers Google Chrome or Firefox, *not* Safari. Please just start talking as soon as you hear a beep or see the voter's information appear on the screen, because that means that the voter is connected. Thank you!

30. Why aren't we talking to voters about XYZ?

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We make specific types of phone calls to voters in different states based on campaign strategy, research, and polling. We might give info about Vote By Mail, recruit supporters to volunteer, or focus on other priorities based on campaign strategy. You are welcome to share any feedback by posting in the #call-crew channel in Slack; at the same time, we hope you will trust that the campaign is making the best possible decisions based on its strategy and priorities.

31. What if the voter wants a yard sign or other merchandise, or to make a donation?

They can get yard signs and other merchandise at store.joebiden.com or make a donation at joebiden.com, although we are not calling to ask them for money or to encourage yard signs/other merchandise.

If the voter has a question about donations, merchandise, or anything else, please direct them to contact info@joebiden.com for a quick response.

32. What if a voter wants to host a virtual phonebank event?

Awesome! You can invite them to join us on Slack by creating an account at 2020victory.io/generalslack, “browsing channels,” and then joining the [#event-hosts](#) channel. Please also encourage them to sign up to host a phonebank as soon as possible at <https://www.mobilize.us/2020victory/host/>.

33. Is Slack support available all the time?

Call Crew Moderators are available to provide call support in our Slack channel during the hours when the Dem Dialer is open, 10AM - 11:30PM ET Monday through Saturday and 12PM - 11:30PM ET Sundays. Thanks for your patience in awaiting a response if you post outside of those hours.

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34. Can I make calls in Spanish?

Yes! Please join the #spanish-call-crew channel in Slack, and we'd be happy to help you get started.

FURTHER QUESTIONS?

- [Join the Call Crew in Slack!](#) This is where you can receive the fastest support.
- [Sign up for Call Crew "Office Hours"](#) to receive live support.