

Organizing a Call-In Day Campaign

Because the offices of all elected officials keep a record of constituent calls and the issues raised, creating a groundswell of calls on a specific day will make sure your representatives pay attention to your concerns, and offers an easy way for your peers and colleagues to take action.

Here are four steps for organizing an effective call-in day.

1. **Write a script.** Callers will need all the facts right there in front of them when they call. In just a few sentences, your script should:

- identify yourself as a constituent, and share any affiliations with local institutions;
- make a concrete “ask” (e.g., “Vote no on bill X”);
- tell your representative why you care and what the implications are for the local community; and
- thank them for their time.

You may also want to prepare a one-page fact sheet to help educate callers on the issue.

2. **Develop an outreach strategy.** Take stock of all the people and networks you know that may be interested in this issue, and any venues where you could publicize your call-in day.

- Are there relevant email lists or Facebook groups you could send your information to?
- Are there local chapters of organizations or school groups you could partner with to promote the call-in day?

- Could you set up a table on your campus or in your community to distribute scripts and connect with colleagues and/or the public?
- Are there relevant blogs, Facebook groups, or Twitter hashtags you can use to spread the word?

3. **Promote and publicize.** Create a brief pitch—just a few sentences—explaining why and how people should participate in the call-in day. Since many hands make for lighter work, ask some friends or colleagues to help you do the outreach. And if you want to track the results, you can create a collaborative document (e.g., a Google Doc) or email address for people to report whether they called.

4. **Follow up.** A few days after the call-in day, reach out to your elected officials and position yourself as a resource. Offer more information on the issue and ask if there is anything else you can do. Loop back with the venues or people who participated in the call to thank them and share how the activity went.

Learn More

For your congressional representatives’ contact information and more tips for successful calls and sample scripts, go to www.ucsusa.org/action/phone-calls.html.



When organizing a call-in day, prepare a script for participants so they have all the facts and talking points they need before they pick up the phone.

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