

#OutNOW phone script 12/28/19

This is a script we'll work with today. Please adapt/develop, and send in your comments.

Preliminary work:

Go over the phone list, and your own list of contacts.

Prepare text messages and VM messages you want to leave.

Review the January 2020 plans posted on RF site:

<https://refusefascism.org/2019/12/13/in-january-2020-join-the-outnow-movement/>

and the fund-raising materials:

<https://refusefascism.org/2017/10/03/fundraising-phone-banking-tools/>

Family matching challenge letter

1 pager on launch of #OutNOW movement

Text message:

"Hi (blank's name). This is (your name) a volunteer with RefuseFascism.org. I'd like to fill you in on the movement to demand Trump/Pence #OutNow, and get your support for the big plans we have in January. When can you talk?"

Voicemail message, basically the same:

"Hi (blank's name). This is (your name) a volunteer with RefuseFascism.org. I'd like to fill you in on the movement to demand Trump/Pence #OutNow, and get your support for the big plans we have in January. When can you talk?"

Phone Script:

Hi! This is (your name), a volunteer with RefuseFascism.org. Is (donor's name) available to speak for a few minutes about the need to remove Trump/Pence from power as soon as possible?

[If no, immediately ask if there if the person can talk, and note the specific time so we can call back.]

[If yes] RefuseFascism.org launched the #OutNOW demand in October, beginning weekly sustained, non-violent protest around the country. I know you've donated to RefuseFascism.org in the past. Are you familiar with the #OutNOW movement?

[If yes, they are familiar] Good. The movement has a goal of \$50,000 by January 1. We are calling all previous donors today to ask if they will increase their support this year, so that we can reach the millions who need to get into the streets. You can specifically say, "last year you gave \$100. Would you please support the movement with \$200 this year?"

[If they say, no, they're not familiar] Probe a bit as to whether they are following RF on social media, or reading emails. Encourage them to do so. Make the point that many more people *should* know about it, but these days, it takes lots of funds to spread the message on social media. This is why we're calling donors now - we need to reach many more people.

Ask: What is it the Trump/Pence regime is doing that concerns/worries/angers you the most? This will give you a quick read on what the person understands, and also an opportunity to do short agitation on the danger the regime poses to humanity.

Your (brief) points should include:

- 1) We have to face the hard truth: Fascism is barreling ahead, consolidating power.
- 2) A great struggle lies ahead: The Democrats felt compelled to take the momentous step of justly impeaching Trump on narrow grounds; the Republicans are in lock-step with Trump in refusing an impartial trial in the Senate.
- 3) Our hope is in the power of the people acting with determination. Trump could be removed from office if people take to the streets, led by people who are out to stop fascism, through mass, sustained non-violent protests as has been done time after time, across the globe, recently.

What we say needs to be tight and include #OutNOW plans for January. Usually, the more the donor talks, the better it goes. BUT don't let a conversation go for more than 10 minutes. If the person is really great and interested, make a date to talk more this week about getting them involved, but explain that we are pushing hard to raise \$50,000 by Tuesday night.

PAUSE and ask again if the donor will consider renewing or increasing their last donation.

DONATION portals:

donate.refusefascism.org

There they will find ways to give immediately with credit/debit card

Venmo to @Refuse-Fascism. (the dash is important)

Paypal is an option. The link is on that donate page.

They can also make an online donation which is tax deductible; link is on the page

Checks/money orders go to RefuseFascism.org 305 West Broadway #185 NYC NY 10013-5306

Office phone 917 407 1286

** If you find Trump supporters who have given us their phone number (it happens) please note so we can remove them.

** If you find mistakes in phone numbers/email addresses/ mailing addresses please note for us. Please at the end of the session, report numbers of calls made/ conversations / pledges & amounts.

