ORGANIZING A PLEDGE-TO-CALL CAMPAIGN

WORKSHEET

Use this worksheet to plan a pledge-to-call campaign around your issue.

Five steps for a successful call campaign:

1. Pick your target and find the phone number
2. Create a sample script
3. Put in a call so you know what to expect
4. Mobilize callers
5. Measure and celebrate your progress

Pledge-to-Call Campaign Plan

Issue: Target Name and Role:

Desired Action from Target: Key Motivations:

Office Location and Phone Number:

Sample Script:

*Use the space below to write a sample script for yourself calling the target’s office. Once you write one that feels natural for you, you can adapt it and provide it to others as a resource.*

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| INTRODUCTION  ISSUE  PERSONAL NOTE  ASK |

Mobilizing Callers:

A great place to look for callers is the membership lists of organizations who share your mission. What organizations will you reach out to about this?

What other methods will you use to find and recruit people who should call the target’s office?

Making the Case for Calling:

When asking someone to call the target’s office, what is your theory of change? In other words, how will this one call make a real difference on this issue?