



CAMPAIGN ORGANIZING BOOT CAMP

# Staging locations

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- 1 Identify and internalize best practices for running an effective staging location
- 2 Recognize the importance of a well-run staging location for success
- 3 Feel prepared to lead a get-out-the-vote canvass in your community this year

# Agenda

## Intro to staging locations

12 rules for a great staging location

Simulations!

Debrief

**First of all...what is GOTV, or  
"get-out-the-vote"?**



**Pause for group share**

# Get-out-the-vote

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- It is a *formalized* campaign that includes vote-by-mail, early vote, and election day
- Depending on your community, it lasts anywhere from the *final 4 days of the election* to the entire last two months
- The most important tactics are vote-planning and voter education—through canvassing and phonebanking



**What is a GOTV staging location?**

**Pause for group share**

# Staging locations

- Are temporary field offices for a campaign—either at a home, business, or public space
- Used to launch GOTV voter contact activities—canvassing and phonebanking
- Operated by a team of volunteers
- Provides a location close to voters you want to talk to

**What are some roles at a staging location?**



**Pause for group share**

# Canvass Captain

# Canvass Captain

- Responsible for training all canvassers who come through the staging location
- Point-of-contact between canvassers in the field and the staging location

# Packet Captain



# Packet Captain

- Ensures that all canvass packets are prepared with the correct literature
- Ensures packets are being checked-out and check-in, and are being tracked in an organized way
- Reports to the staging location director for priority of how packets should be prioritized

# Comfort Captain

# Comfort Captain

- Helps recruit donations and distributes food, water/beverages, and comfort items (ponchos, etc..) to canvassers throughout the shift and throughout the day

# Staging Location Director

# Staging Location Director

- Carries responsibility for all GOTV activities through the staging location
- Manages volunteers who lead voter contact activities (Canvass captain/Packet captain), logistical support activities (comfort captain)
- Is the contact for the staging location to campaigns

**Who has worked at a great staging location? What made it great? How about not so great?**

**Pause for group share**

# Agenda

Intro to staging locations

**12 rules for a great staging location**

Simulations!

Debrief

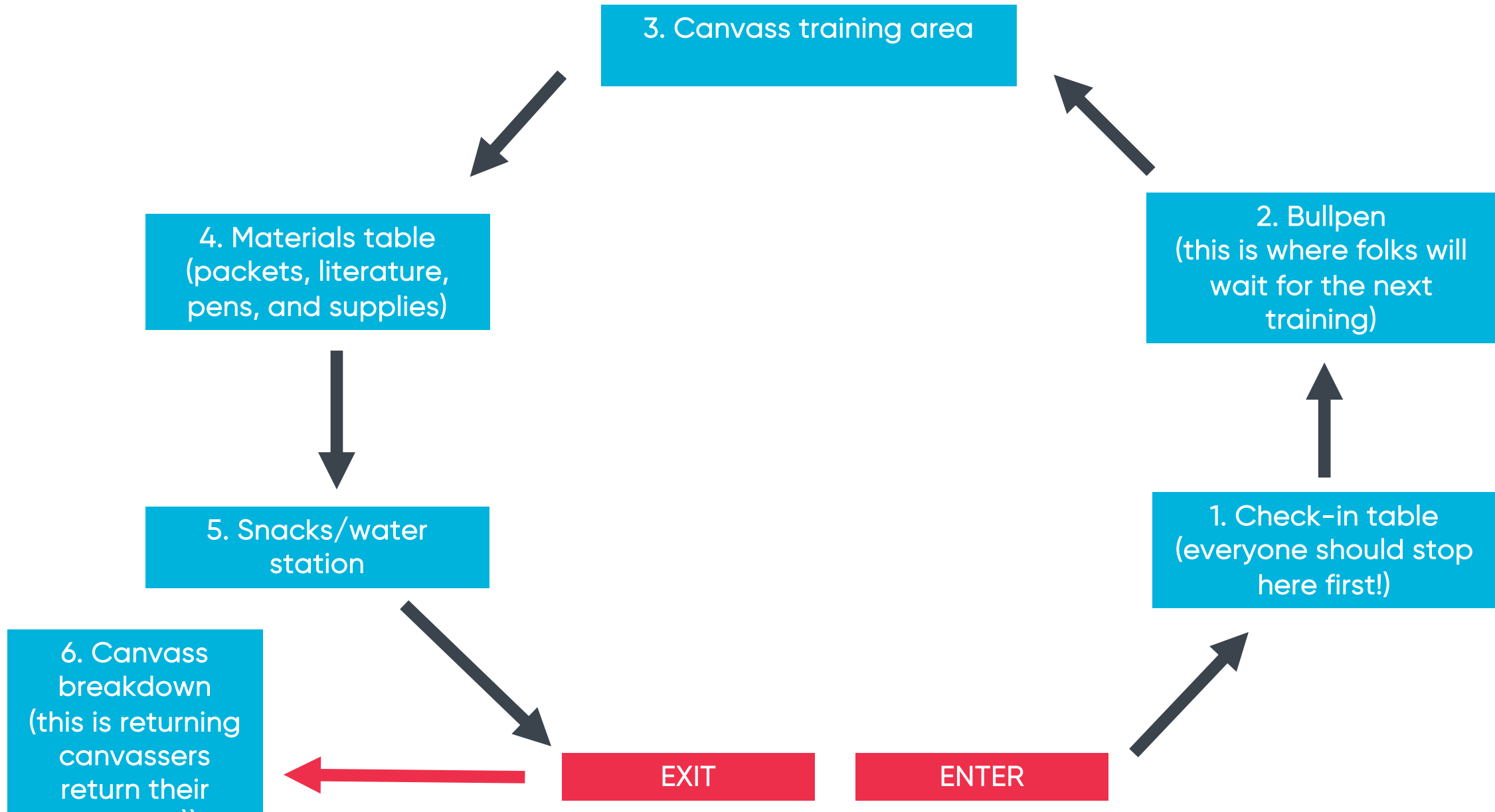


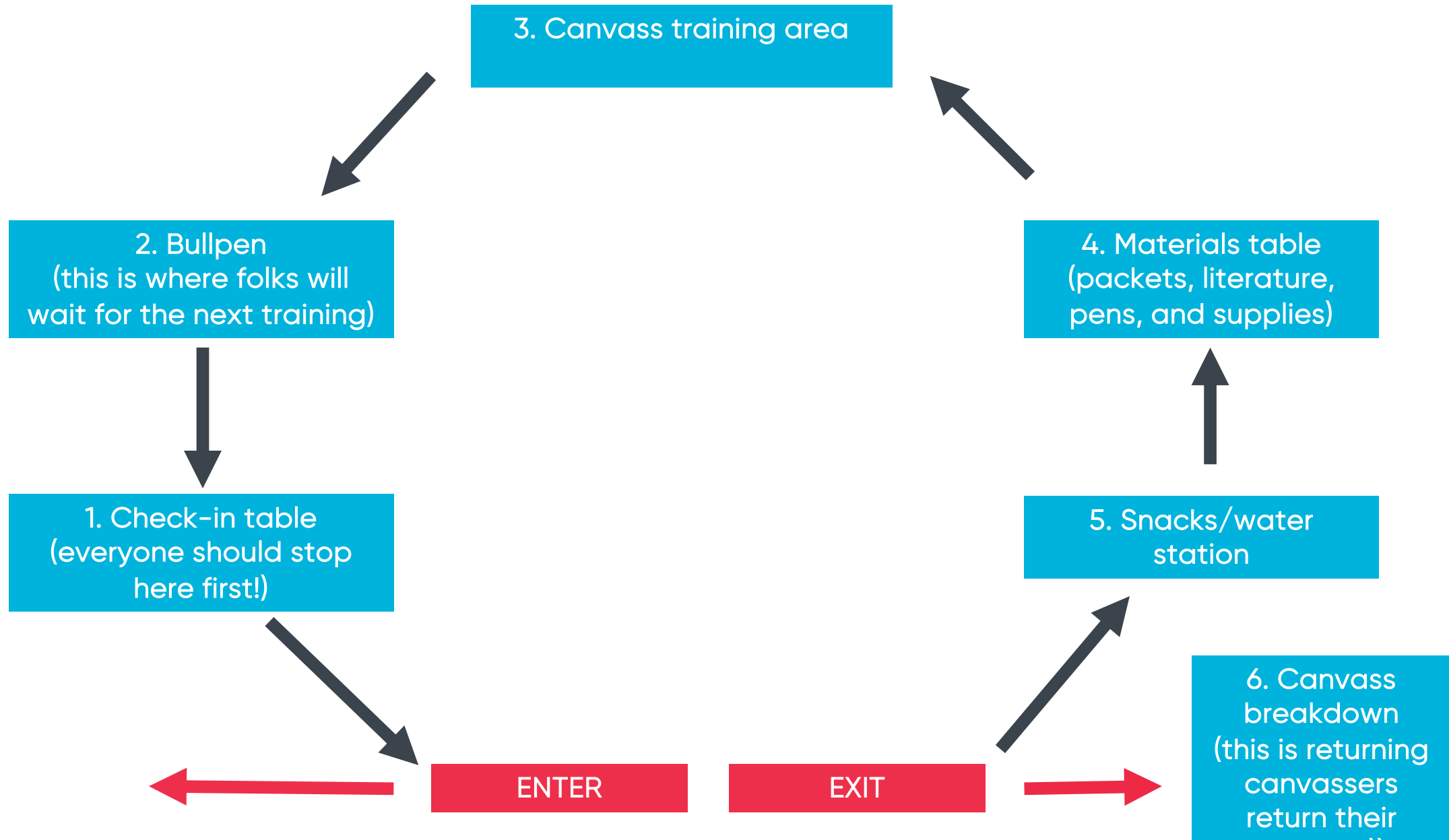
A background image showing a man and a woman in a meeting. The man, on the right, is wearing a grey sweater and is gesturing with his right hand while speaking. The woman, on the left, is wearing a yellow top and glasses, looking towards the man. The image is semi-transparent with a dark overlay.

# 12 rules for great staging locations

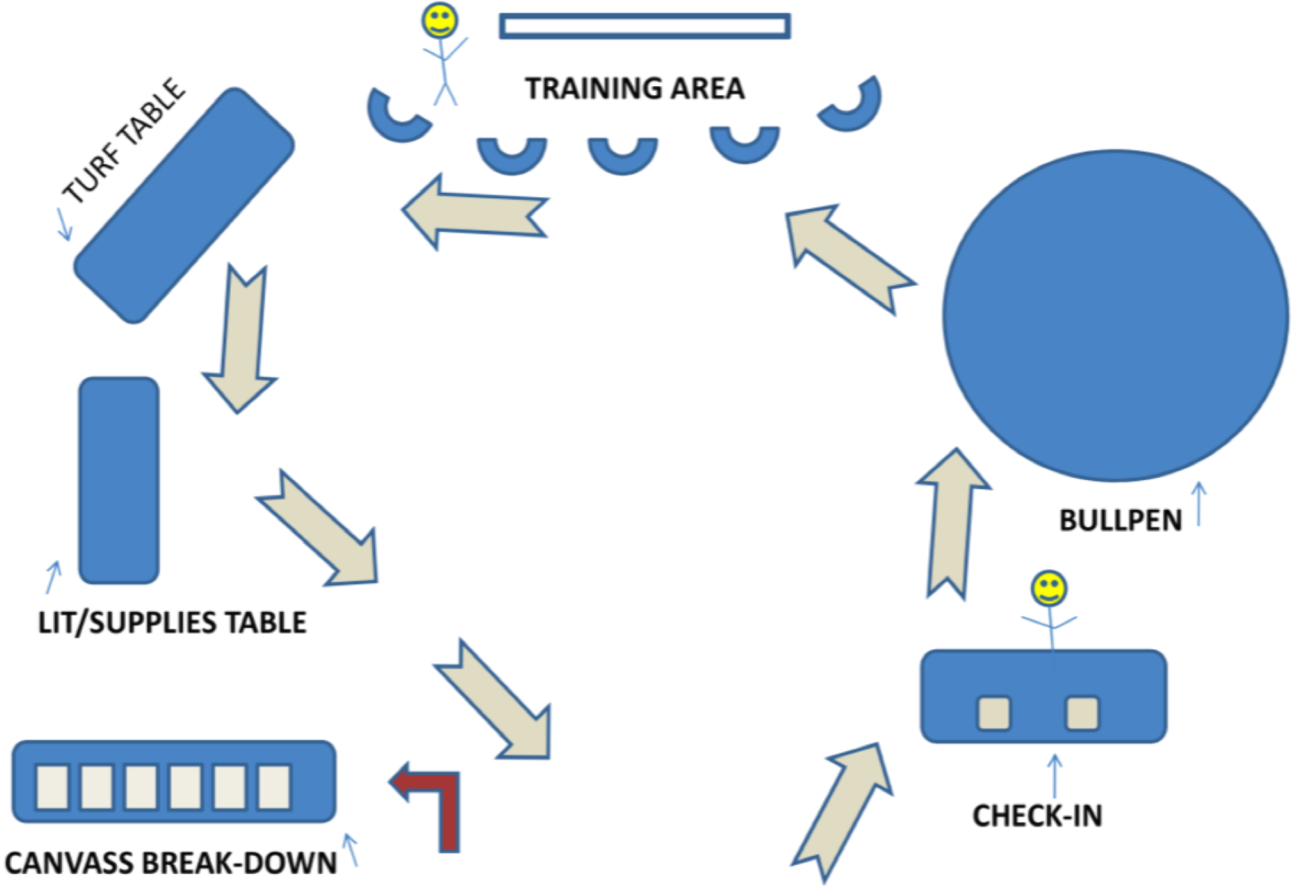
## **12 RULES FOR GREAT STAGING LOCATIONS**

**1. Your canvass location is like  
an assembly line**





# CANVASS AREA FLOW



## **12 RULES FOR GREAT STAGING LOCATIONS**

**2. Canvass launch should be  
separate from returning  
canvasser intake**

# Canvass launch separate from intake

- If your space allows, you should have the intake of returning canvassers be outside or have a separate entrance than people coming into canvass.
- As volunteer numbers increase, canvassers returning from shifts and arriving for shifts coming through the same entrance can make things unorganized

## **12 RULES FOR GREAT STAGING LOCATIONS**

**3. Phone bank locations  
should also be set-up like an  
assembly line**



**12 RULES FOR GREAT STAGING LOCATIONS**

**4. No couches or chairs in a canvass launch staging location area**

# No couches or chairs in canvassing locations

- Your location should be designed for people to get in and out fast—chairs invite lounging.
- You can have chairs in the canvass breakdown area—but this should be a totally separate area than for arriving canvassers and the training area.

## **12 RULES FOR GREAT STAGING LOCATIONS**

# **5. Label everything**

# Label everything

- Volunteers entering your staging location may not know the flow of where things are so over-label everything!
- This includes: entrances and exits, having clear arrows on the floors/walls to show the flow, labeling what each station's purpose is, and have large nametags for your director, trainers, and sign-in.

**12 RULES FOR GREAT STAGING LOCATIONS**

**6. Practice—and practice  
seriously**

# Practice

- A good GOTV operation means practicing the way it operates and debriefing your practice at least twice beforehand.
- That means you should begin practicing by running your own canvasses now!
- Local campaigns will announce their staging location and dry-run needs, so look to them for guidance.

**12 RULES FOR GREAT STAGING LOCATIONS**

**7. Always follow the chain of command!**

# Chain of command

- Chain of command at a staging location exists for a reason—even if you're tempted to break it...don't!
- This is how problems, mistakes, and miscommunication happen. Your staging location team should know beforehand who should respond to what requests
- For example, your canvass trainer cannot get stuck distributing yard signs.



## **12 RULES FOR GREAT STAGING LOCATIONS**

# **8. Learn from each day**

# Learn from each day

- Learn from your dry-runs! You should have an intentional debrief meeting to discuss what worked and what did not.
- Learn from each day you're implementing GOTV. The staging location team should gather each day to assess what worked and make any needed changes. Assess how the flow of the location went, training, and organization.

## **12 RULES FOR GREAT STAGING LOCATIONS**

**9. Confirmation calls,  
confirmation calls...and more  
confirmation calls!**

# Confirmation calls

- You should be confirming canvassers the day before and the day of.
- Even if canvassers don't show up, you should call canvassers and try and re-shift them that day.

**12 RULES FOR GREAT STAGING LOCATIONS**

**10. Great training = great  
canvassers**

# Great training = great canvassers

- Staging location trainers should be trained well in advance to train effectively.
- This is very important during GOTV and should happen with every single shift.
- Trainings should last no more than 15-20 minutes at most (but your campaigns will give more guidance on this).

# Great training = great canvassers

Trainings should include:

- Introductions
- Why the work we're doing is important
- Overview of script (have a blow-up script on the wall!)
- Role-play conversations
- Important reminders and best practices

**12 RULES FOR GREAT STAGING LOCATIONS**

**11. Be “like a duck on water”**



# **"Duck on water"**

- No matter how busy things or how stressed you feel—always act calm. You're the barometer!
- Focus on your body language, tone of voice, speed of movement as you go through the day.

**12 RULES FOR GREAT STAGING LOCATIONS**

**12. Have fun, and make it fun  
for others!**

# Have fun!

- Volunteer experience is equally, and if not more important, during GOTV. Make sure you're focusing on making people feel good about volunteering.
- Have fun!

# Staging locations – What would you do?

# 20 minutes

- 1 Take 2 minutes and split into groups of 2-4
- 2 For each scenario, your group should discuss and make a list of how you would react to the situation.

# Scenario 1:

**You open your staging location at 9AM to intake volunteers for your first canvass shift. You are pleasantly surprised that your recruitment over the last week has resulted in a huge amount of volunteers showing up. Unfortunately, you're not quite prepared!**

- The canvassers have overrun the staging location—no one is signed in!**
- The trainer is not able to get the group's attention.**
- Some walk lists have yet to be printed, and volunteers are commenting on how unorganized it is and begin to leave.**

**WHAT WOULD YOU DO?**

# Pause for scenario 1

# Scenario 2:

**You open your staging location at 9AM to intake volunteers for your first canvass shift. Even though you recruited 15 canvass shifts, only 1 person shows up.**

- **The staging location is all prepared and ready.**
- **Your trainer and packet captain are ready to go.**
- **The canvasser who shows up is worried because they thought they would have someone to partner up with—they've never done this before.**

**WHAT WOULD YOU DO?**



**Pause for scenario 2**

# Scenario 3:

**Everything is prepared and you're expecting 30 people who have confirmed their canvass shift. A bunch of volunteers come in and begin training...but then some other volunteers come in late and begin to interrupt the training.**

- **One volunteer interrupts the training to begin talking specifically about really nuanced and in-the-weeds policy surrounding climate change and how it applies to the state of the midterms.**
- **Another volunteer simply wants to deliver yard signs and begins telling the group that canvassing just isn't effective.**

**WHAT WOULD YOU DO?**

**Pause for scenario 3**



**REPORT-BACK:**

# **What did you come up with?**

Share your thoughts out loud!

**Thank you!**