

QUALITY MATTERS CAMPAIGN

Campaign 180

Phone Script for C180 Event Turn-Out Calls

Calling legislators is the best way to ensure that they will participate in your Campaign 180 events. It may seem old-fashioned, but in this case, we know that old-fashioned works!

Below are two suggested scripts to use:

- One for calling a legislator who hasn't responded to your invitation; and
- The other for reminder calls to legislators who have said they will come.

Our recommendations:

- Make the first set of calls now if you haven't already (it's not too early).
- Make reminder calls 2-3 days before your event(s).
- In both cases:
 - It is most effective if a constituent (someone who lives in the legislator's district) makes the call.
 - If you end up leaving a message, call back until you reach the legislator in person. Legislators are much more likely to come if they talk to someone directly.
- It is fine to call legislators at home between 9 AM - 9 PM (avoid dinnertime). In fact, legislators *expect* to receive calls at home and often would prefer to be called there than at work.

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Calling a Legislator Who Hasn't Responded Yet

Caller: “Hello, may I please speak to Rep./Sen. X?”

Legislator: “This is Rep./Sen. X. Who am I speaking to?”

Caller: “This is [your name]. I live in your district and am following up on an invitation from our Building Bright Futures Council. We'd love to have you at our event on [date], where we will be talking about the importance of quality in early care and education. Will you be able to join us?”

Legislator will respond.

Caller:

[if legislator says yes] “Terrific. Thank you very much. We look forward to seeing you there. Is there any background materials you'd like to have before the event?”

[if legislator isn't sure/doesn't really answer]: “O.K. May I follow up with you in [specify time period]?”

[if legislators says no]: “We'll miss having you there. Would you be willing to meet with 1 or 2 Council members so we can fill you in on the discussions that took place at [the event]?”

Legislator will respond.

Caller (regardless of how the call went): “Thank you very much for your time, and we look forward to [seeing you at the event/meeting with you/etc.]”

Reminder Calls to Legislators

Caller: “Hello, may I please speak to Rep./Sen. X?”

Legislator: “This is Rep./Sen. X. Who am I speaking to?”

Caller: “This is [your name]. We spoke on the phone [a few weeks ago] about the upcoming [event] on quality in early care and education that our Building Bright Futures' Council is holding on [date: day of week, time, place]. I'm just calling to remind you of the event and let you know that we're really looking forward to seeing you there.”

For more information, contact Kim Friedman, Campaign Director, Kids Are Priority One Coalition, at kfriedman@svcable.net or (802) 348-9879.