

VPB Connect User Guide

Phone banking is one of the most effective ways to have meaningful conversations with voters about electing Joe Biden, Kamala Harris, and Democrats up and down the ballot. We make calls to identify supporters, work with voters to make a plan to vote, and persuade undecided voters.

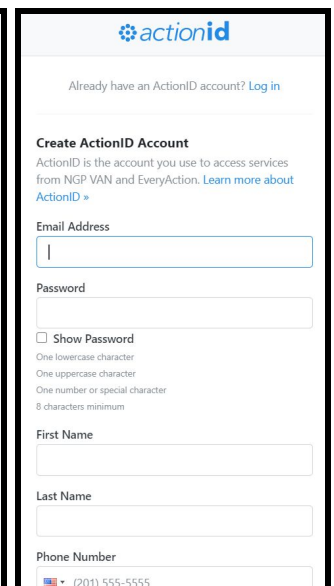
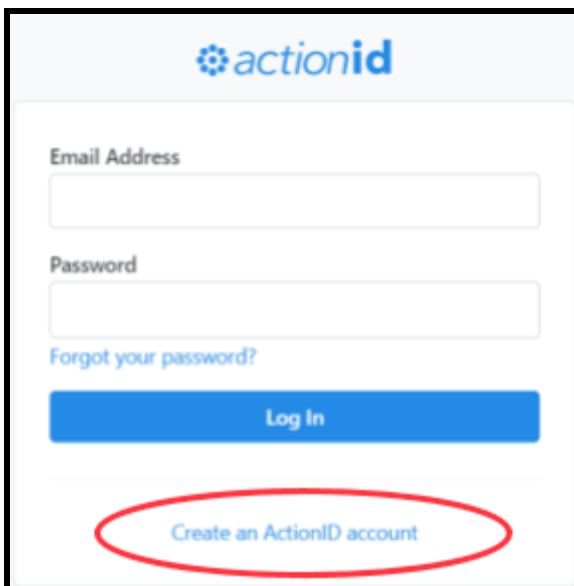
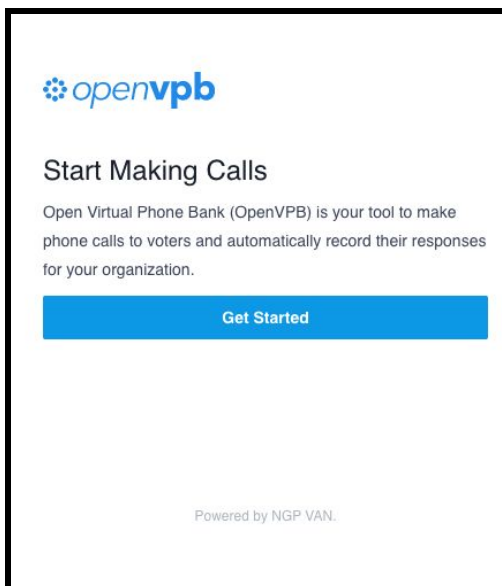
VPB Connect Overview

VPB Connect is the platform we will use to make calls. You see information about the voter you're calling and our script, make the calls, and enter results as you go. You can choose to use VPB Connect on your computer such as Safari or Chrome, or on a browser on your phone. No matter what method you choose, you will **not** be making calls using your personal phone number. Voters will see a campaign specific phone number on their caller ID. Choose the browser to use on your computer or phone from the list below.

	Chrome	Firefox	Safari	Edge - Chromium
Android	✓	✓	✗	✗
iOS	✗	✗	✓	✗
Linux	✓	✓	✗	✗
macOS	✓	✓	✓	✗
Windows	✓	✓	✗	✓

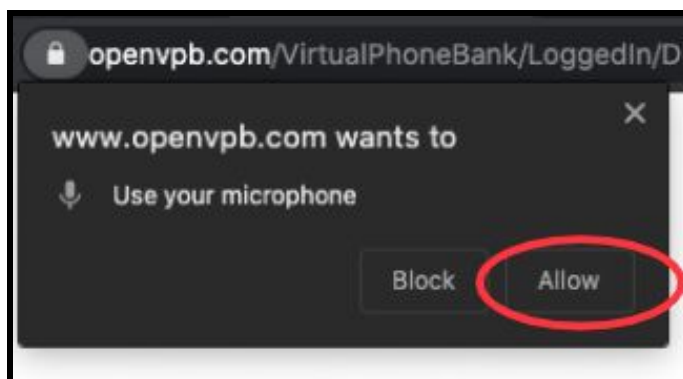
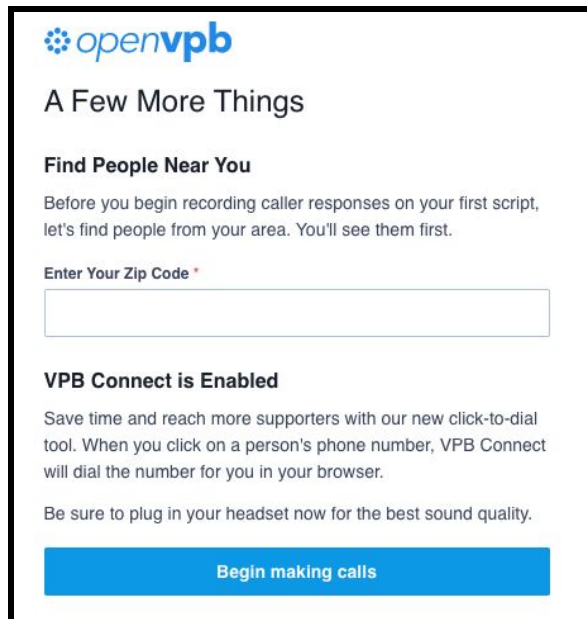
Logging into VPB Connect

- 1. Getting started.** Use the link sent to you and click, "Get Started." If you already have an ActionID account, login using the email address and password associated with your account. New users should create an account by selecting "Create an ActionID account," then filling out the required fields. If necessary, all users can reset their password by selecting "Forgot your password?" on the ActionID login page.



VPB Connect User Guide

- 2. Opening VPB Connect.** If prompted, enter your zip code so you can make calls to people in your community. And if you are using your computer, a popup will appear asking to enable your microphone. Select, "Allow," so voters you call will be able to hear your voice. You can plug headphones into your device if you want to use them.

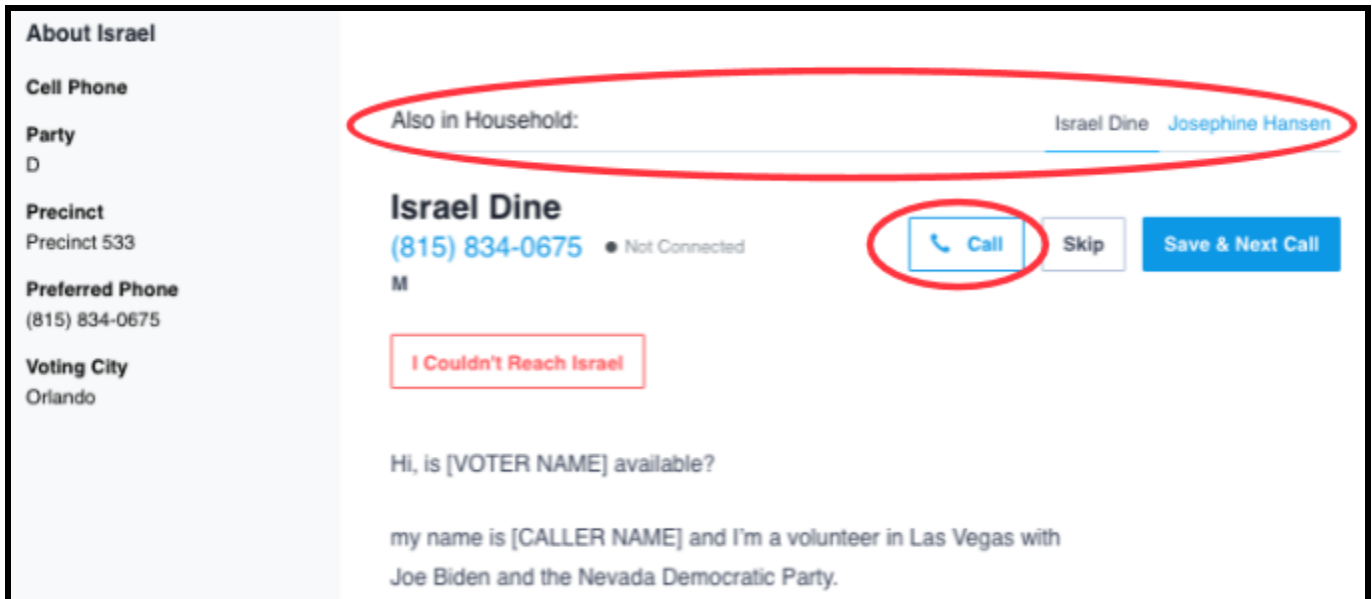


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- 1. Start making calls.** Once you enter VPB Connect, you'll notice the first voter's name and phone number near the top of the page. Along the left column, you'll see any additional information provided about the voter. Hit the "Call" button when you are ready to begin calling the voter. You will hear a ring and wait for the voter to answer.

VPB Connect User Guide

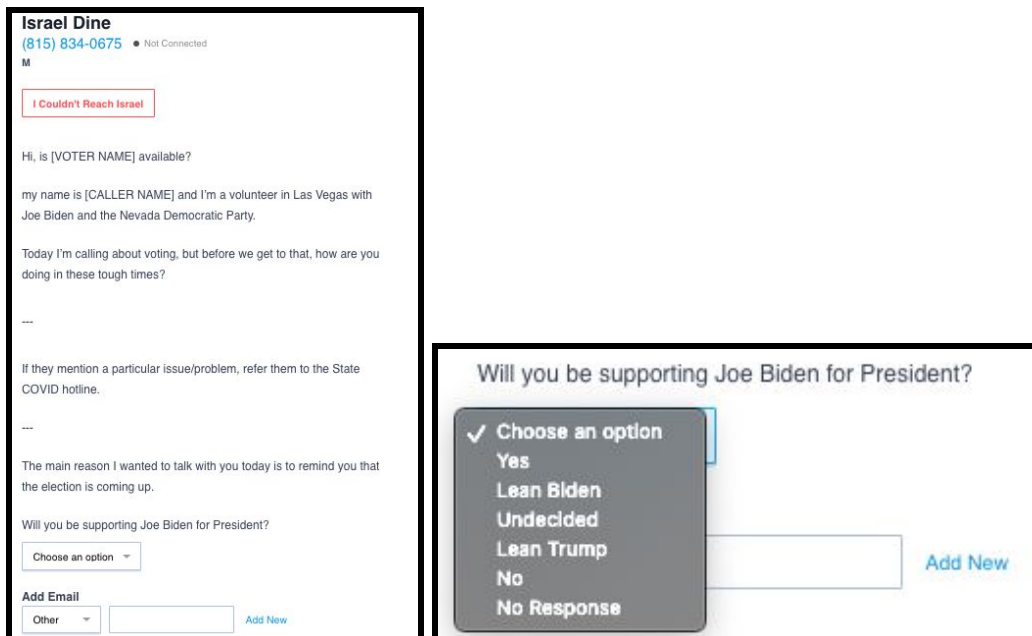
- 2. Ask for every voter in the house.** If there are multiple voters we need to reach in the same household, you'll ask for each person and record your answer from your conversation with each voter by clicking on their name on the top right corner.



- 3. Recording data.** This is one of the most important steps when phone banking. Recording accurate data allows the campaign to keep track of how voters respond to the questions provided in the script. VPB Connect allows data to be recorded whether or not voters answer your call.


a. When the voter answers the phone.

- i. Begin the script and complete all of the listed questions by marking the results as appropriate. There is a drop down menu for each question.



- ii. Based on what you select, the next part of the script will appear on your screen. Continue talking to the voter and selecting their responses until you see the "Script Complete" check mark.

VPB Connect User Guide

<p>Will you be supporting Joe Biden for President?</p> <p><input type="button" value="Yes"/></p> <p>Great! Thanks for your support. Official records show that you are a regular voter.</p> <p>Thank you for being a reliable voter and the type of person who sets a good example for your community!</p> <p>The best way to ensure a Biden victory is to vote as early as possible. A lot of people vote early because it is flexible and you can vote whenever is most convenient for you. A lot of your neighbors I've spoken with will be early voting and we're expecting record turnout in this close election. You can vote early by mail or in person.</p> <p>Have you decided how you'll be voting this year?</p> <p><input type="button" value="Choose an option"/></p>	<p>Have you requested your vote-by-mail ballot yet?</p> <p><input type="button" value="No"/></p> <p>It takes only a few minutes. A lot of people I've called want to do it right away so they don't have to worry about it later. Why don't I walk you through the process right now?</p> <p>[after yes]</p> <p>All you'll need is the website iwillvote.com. Can you pull up the website right now?</p> <p>[walk through iwillvote.com]</p> <p>Thank you for your commitment to being a voter. If you want to have even more impact on this election, we encourage you to bring a few friends with you to vote. Can you think of a few people you might bring with you?</p> <p>Thank you. I've enjoyed talking to you. Have a great day!</p> <p> Script Complete</p>
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b. When you are unable to reach the voter.

- i. If you are unable to reach the voter, select the "I Couldn't Reach ____" option at the top of the virtual phone bank in the red box. A drop-down list will appear, listing the possible options why that voter could not be contacted.

Israel Dine
 (815) 834-0675 • Not Connected
 M

I Couldn't Reach Israel

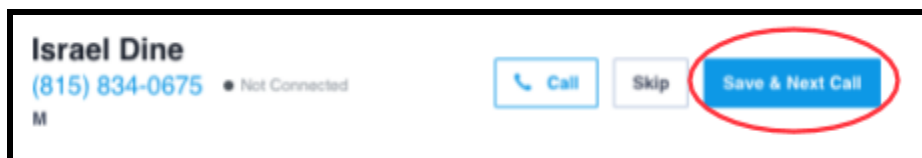
- Not Home
- Refused
- Deceased
- Moved
- Call Back
- Busy
- Left Message
- Wrong Number
- Disconnected

- ❑ **Not Home.** This is the most common response you will use when phone banking. It indicates that the call either went to voicemail or the person who answered was not the person you're trying to reach.

VPB Connect User Guide

- ❑ **Refused.** This response should be used carefully. Refused is also known as the “opt-out” function. It removes the voter from our contact lists permanently. Only select this option if voters specifically request to be removed from the call list. It’s important to verify you’re speaking with the correct person before completing a Refused request. In other words, relatives or friends of the voter cannot request that they be removed.
- ❑ **Deceased.** This response indicates the voter has passed away.
- ❑ **Moved.** This response indicates the voter no longer lives at the address associated with the provided phone number.
- ❑ **Call Back.** This response indicates the voter has asked to be called back at a different time.
- ❑ **Busy.** This response indicates that you’ve received a busy signal when dialing a voter.
- ❑ **Left Message.** This response indicates that you’ve left the voter a voicemail. It’s generally advised not to leave voicemails when phone banking, so that you have more time to engage in high-quality, personal conversations.
- ❑ **Wrong Number.** This response indicates that the phone number provided does not reach the correct voter.
- ❑ **Disconnected.** This response indicates that the phone number provided produces a “Disconnected” or “Not in Service” message.

4. **Continuing to the next voter.** After entering the result of your call, select the “Save & Next Call” button at the top of the screen to move on the next voter.



5. **Finished making calls.** When you are done for the day, select, “Stop Making Calls,” at the bottom of the screen.



Tips for using VPB Connect

- ❑ Confirm you are using the correct browser for VPB connect.

VPB Connect User Guide

- ❑ Remember to keep a positive attitude. Voters can “hear” your positivity through the phone.
- ❑ Confirm you have reached the correct voter when you first speak to them.
- ❑ Don’t be afraid to tell a voter “I don’t know” in response to their question. Refer detailed policy questions about Joe and Kamala to **joebiden.com/joes-vision/** or questions about the policies of down ballot candidates to their campaign website.
- ❑ Mark the results of every conversation before moving on to your next call.
- ❑ Use the key components of the script, but have a real conversation.