



Our Shared Future
“Remote Relational Canvassing”
Database Training

October 2020

Relational Remote Canvassing: Overview

Combine...

- text messages,
- phone calls,
- voice messages
- ~~postcards~~

...from the same volunteer or volunteer team to educate the voter and build a relationship grounded in trust and connection.

Why?

Remember 2000 election: 537 Florida votes gave Presidency to George Bush!

Nov. 1 Wash. Post poll shows Trump w/ small lead in Florida and Biden with a statistically INSIGNIFICANT lead in PA – and many mail-in ballots in PA may be declared invalid!

The Washington Post

Democracy Dies in Darkness

Post-ABC polls: Biden has slight lead in Pennsylvania; Florida a toss-up

Trump is rated high on the economy but low on coronavirus as case numbers rise.

Among likely voters in Pennsylvania, Biden is at 51 percent to Trump's 44 percent, and Libertarian Jo Jorgensen is at 3 percent. Biden was leading by 54 percent to 45 percent a month ago. While the shift is slight, Biden no longer holds a statistically significant advantage, given the four-point margin of sampling error that applies to each candidate support. Among all registered voters in the Keystone State, Biden is at 49 percent to Trump's 45 percent, with Jorgensen at 3 percent.

In Florida, Trump is at 50 percent to Biden's 48 percent among likely voters. Jorgensen registers at 1 percent. Last month, Trump was at 51 percent and Biden at 47 percent. Among registered voters in Florida, Trump stands at 49 percent with Biden at 47 percent. Last month among registered voters, Biden was at 48 percent and Trump at 47 percent. Those month-to-month shifts are not statistically significant.

This Presentation

- High Level Overview
- Detailed Use
- Set up your accounts on:
 - Our Shared Future
 - Google Voice

Relational Remote Canvassing

- If we know the voter's cell phone number (and a voter list can be limited to those with cell phones), we **start by sending a text message** letting voter know that will be calling them in a few minutes.
- Try to call. If you don't reach the person, **leave a voice message**.

If there's enough TIME before the election ...

- **Follow-up:** If you do reach the person, try to get their email so you can follow up or, alternatively, follow up by text message or mailed note.
- **Look for opportunities to interact again: This is how we show we are trustworthy and want to build a relationship.** If they have questions you can't answer, no problem. Do your best to find the answer and get back to them. Are there other small ways that you can be of service?
- IF you can't reach a person by phone, text, or email and they don't reply to your voicemail, **send a (partially) hand-written letter or postcard.**
- **Repeat** sending 1 or 2 more rounds of text messages and phone calls again.
- **If there's time in the campaign, can you be of service?** Think creatively about how you or others in your network or the campaign can help: Look up registration status, how to mail in a ballot or vote early... It's a great way to help AND to build a relationship

Overview: Three Technology Building Blocks

1:

Our Shared Future
Database:

People/Voters

Our Shared Future [Home](#) [Summary](#) [People](#) [Profile](#) [Logout](#)

People

Search...

Apply Filter: ----

# ↑	Name	Gender	Age	Party	Cellphone	Tags	Last Contact	# of Contacts	Status
327	Brian Farley	M	66	Registered Independent	(484) 903-1708			0	
328	Lisa Farnan	F	58	Registered Independent	(610) 357-9185			0	
331	Angelic Feliciano	F	45	Registered Independent	(570) 801-2106			0	
346	Jennifer Fitzko	F	48	Registered Independent	(610) 533-4697			0	
374	Nikolas Galiszanski	M	26	Registered Independent	(484) 554-0618			0	

Overview: Three Technology Building Blocks

2. Our Shared Future Database: Communications Log

Brian Farley - (484) 903-1708 --- Dbl-click to copy: 4849031708

Communication Type

Text-outgoing

Contact Date

09/28/2020

Text/Notes

Text/notes

Submit

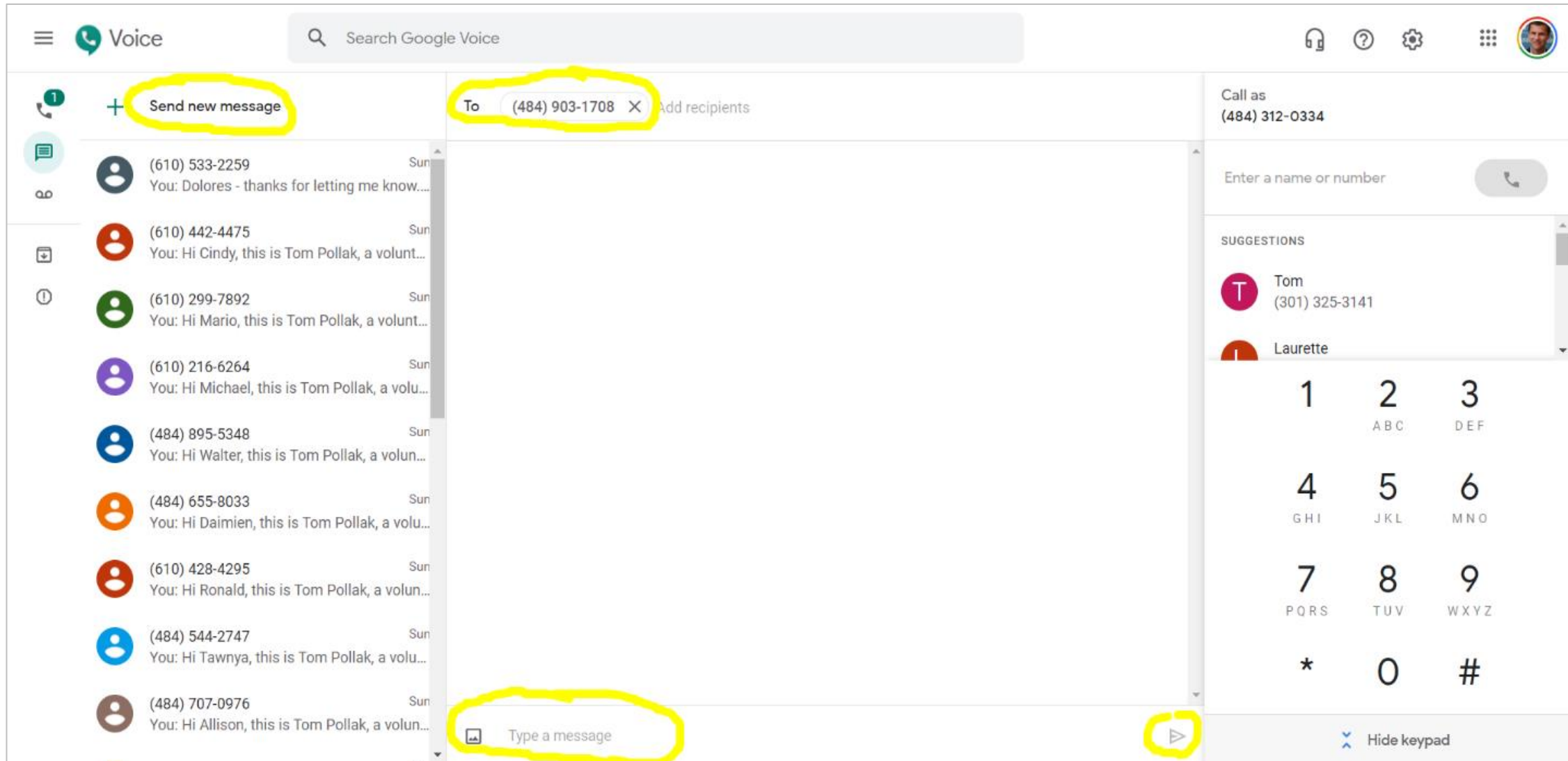
TEXT MESSAGE

Hi Brian, this is Tom Pollak, a volunteer w/ Our Shared Future. I believe this is an important election for the future of our children and of our country. I support Biden but, regardless of your view, I'd like to have a conversation. I promise to listen to your perspective whether we agree or not.

Learn more about us at <https://sfuture.org>. Would you be willing to have a short conversation if I call you in a few minutes?

Overview: Three Technology Building Blocks

3. Google Voice: For Texting AND Calling



Overview of the Workflow

**Our Shared Future
Relational Remote
Canvassing**
Using the Shared Future
Database
and Google Voice

People			
Axel Anderson			
Brenda Bean			
Cara Cook			
Diante Douglas			
Ellis Emery			
Fiona Fane			

- Work in groups of 5 records:
1. Text each of them
 2. Then call each of them starting the earliest that you texted.
 3. Send postcard (optional)

Text the 1st Group of 5 Voters

Communications Log	Communications Log	Communications Log	Communications Log	Communications Log
Axel Anderson Age: 30 Phone: 111-1234 Type: Outgoing Text "Hi Alex, this is Tom with Shared Future. Can I call you...?" Save	Brenda Bean Age: 50 Phone: 222-1234 Type: Outgoing Text "Hi Brenda, this is Tom with Shared Future. Can I call you...?" Save	Cara Cook Age: 18 Phone: 333-1234 Type: Outgoing Text "Hi Cara, this is Tom with Shared Future. Can I call you...?" Save	Diante Douglas Age: 80 Phone: 444-1234 Type: Outgoing Text "Hi Diante, this is Tom with Shared Future. Can I call you...?" Save	Ellis Emery Age: 50 Phone: 555-1234 Type: Outgoing Text "Hi Ellis, this is Tom with Shared Future. Can I call you...?" Save

Google Voice	Google Voice	Google Voice	Google Voice	Google Voice
New Text 111-1234 Hi Alex, this is Tom with Shared Future. Can I call you...? SEND >	New Text 222-1234 Hi Brenda, this is Tom with Shared Future. Can I call you...? SEND >	New Text 333-1234 Hi Cara, this is Tom with Shared Future. Can I call you...? SEND >	New Text 444-1234 Hi Diante, this is Tom with Shared Future. Can I call you...? SEND >	New Text 555-1234 Hi Ellis, this is Tom with Shared Future. Can I call you...? SEND >

Call the 1st Group of 5 Voters

Communications Log	Communications Log	Communications Log	Communications Log	Communications Log
Axel Anderson Age: 30 Phone: 111-1234 Type: Outgoing Phone Status: Left msg. Voice Msg Script ... Save	Brenda Bean Age: 50 Phone: 222-1234 Type: Outgoing <u>Phone</u> Status: Talk 3-5 min. Call Script ... Save	Cara Cook Age: 18 Phone: 333-1234 Type: Outgoing <u>Phone</u> Status: Hung up Call Script ... Save	Diante Douglas Age: 80 Phone: 444-1234 Type: Outgoing <u>Phone</u> Status: Answ mach.- no message Call Script ... Save	Ellis Emery Age: 50 Phone: 555-1234 Type: Outgoing <u>Phone</u> Status: Long talk Call Script ... Save

Google Voice	Google Voice	Google Voice	Google Voice	Google Voice
111.. Axel... (Left voice msg on answering machine)	Brenda Hi Brenda, this is Tom with _____. How are you feeling about the elec-	Cara (Hung up)	Diante (Got answering machine but it was full)	Ellis Hi Ellis, this is Tom... How are you feeling about the election?

*Nov. 1 NOTE:
Since only around 1 in 10 people are responding, I've switched to sending groups of 10 voters at a time rather than five.)*

The Process in Detail

- Click on the “Text” symbol

The screenshot shows a web application interface for 'Our Shared Future'. The top navigation bar includes 'Home', 'Summary', 'People', 'Profile', and 'Logout'. The 'People' link is highlighted with a yellow box. Below the navigation bar, there is a search bar and an 'Apply Filter' dropdown. The main content area displays a table of people with columns for '#', 'Name', 'Gender', 'Age', 'Party', 'Cellphone', 'Tags', 'Last Contact', '# of Contacts', and 'Status'. The first row is highlighted in blue and has a yellow box around the 'Text' icon in the action column. A blue arrow points from the 'Text' symbol in the list item to the 'Text' symbol in the navigation bar.

# ↑	Name	Gender	Age	Party	Cellphone	Tags	Last Contact	# of Contacts	Status
327	Brian Farley	M	66	Registered Independent	(484) 903-1708			0	
328	Lisa Farnan	F	58	Registered Independent	(610) 357-9185			0	
331	Angelic Feliciano	F	45	Registered Independent	(570) 801-2106			0	
346	Jennifer Fitzko	F	48	Registered Independent	(610) 533-4697			0	
374	Nikolas Galiszanski	M	26	Registered Independent	(484) 554-0618			0	

The Process in Detail: Sending a Text Message

- All the default settings should be ok for Texting.
- You will need to copy both the phone # and the TEXT MESSAGE from here to Google Voice

Brian Farley - Communication Log - Google Chrome
sfuture.site/communication.php?action=txt&pid=327

Brian Farley - (484) 903-1708 --- **DbI-click to copy: 4849031708**

Communication Type
Text-outgoing

Contact Date
09/28/2020

Text/Notes
Text/notes

Submit

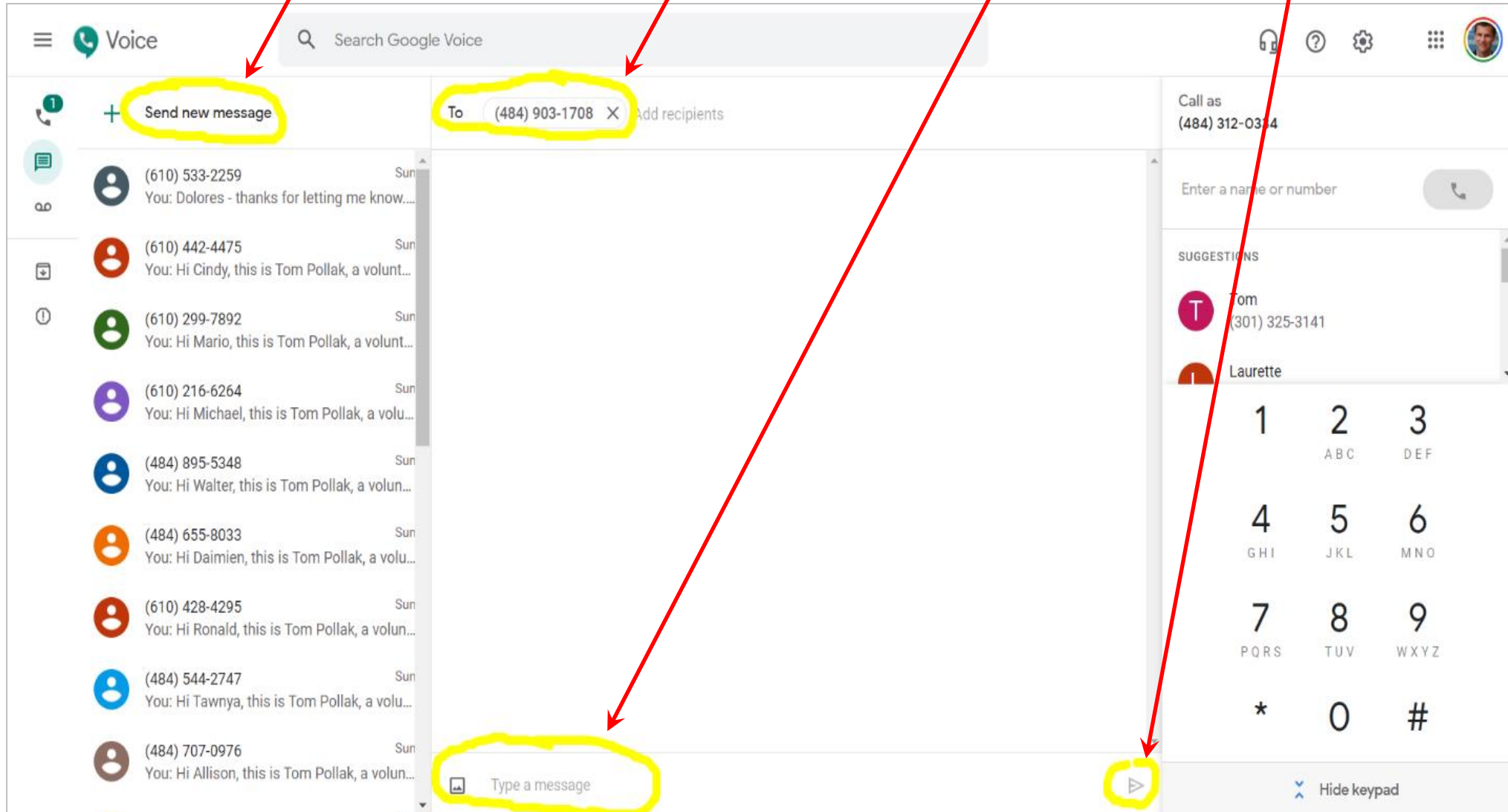
TEXT MESSAGE

Hi Brian, this is Tom Pollak, a volunteer w/ Our Shared Future. I believe this is an important election for the future of our children and of our country. I support Biden but, regardless of your view, I'd like to have a conversation. I promise to listen to your perspective whether we agree or not.

Learn more about us at <https://sfuture.org>. Would you be willing to have a short conversation if I call you in a few minutes?

Google Voice: For Texting

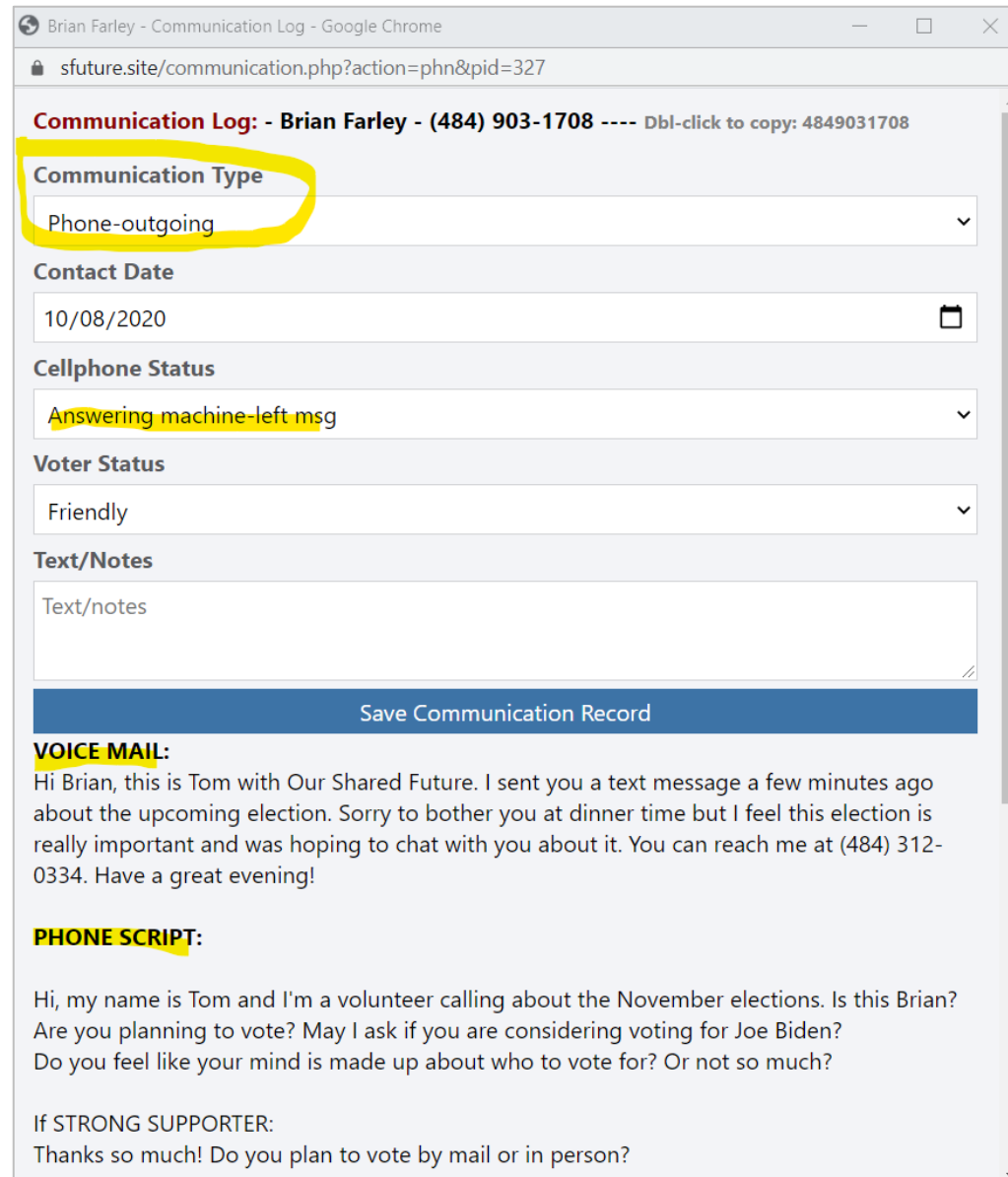
4 Steps: 1. "Send new message" - 2. Paste in Phone# -- 3. Paste in message – 4. Click Send button



The Process in Detail: Making Phone Calls

Call up the Phone Communications Log BEFORE YOU CALL so you can read the Voice Mail or Phone Script.

You don't need to DO anything on this screen until AFTER you've made your call: Choose the "Cellphone Status" and "Supporter Code", then "Submit."



Brian Farley - Communication Log - Google Chrome

sfuture.site/communication.php?action=phn&pid=327

Communication Log: - Brian Farley - (484) 903-1708 ---- Dbl-click to copy: 4849031708

Communication Type

Phone-outgoing

Contact Date

10/08/2020

Cellphone Status

Answering machine-left msg

Voter Status

Friendly

Text/Notes

Text/notes

Save Communication Record

VOICE MAIL:

Hi Brian, this is Tom with Our Shared Future. I sent you a text message a few minutes ago about the upcoming election. Sorry to bother you at dinner time but I feel this election is really important and was hoping to chat with you about it. You can reach me at (484) 312-0334. Have a great evening!

PHONE SCRIPT:

Hi, my name is Tom and I'm a volunteer calling about the November elections. Is this Brian? Are you planning to vote? May I ask if you are considering voting for Joe Biden? Do you feel like your mind is made up about who to vote for? Or not so much?

If STRONG SUPPORTER:

Thanks so much! Do you plan to vote by mail or in person?

Google Voice: For Phone Calls

- 4 Steps:**
1. Click on the first # in the left column that you want to call. (Number will pop into the box.)
 2. Click on the Phone symbol to make the call.
 3. Switch back to your Phone Communications Log to be ready to read the script.
 4. Click the hang-up button back on this screen when done.

The screenshot shows the Google Voice interface. At the top, there is a search bar and navigation icons. Below is a list of text messages. The first message in the list is highlighted with a yellow box and a red arrow pointing to it. A red arrow also points to a phone icon in the top right corner of the interface. Below the list, there is a call control panel with four buttons: Message, Mute, Hold, and Keypad. A red arrow points to a red hang-up button in the bottom right corner of the call control panel. A blue arrow points to the first message in the list with the text "Click on the FIRST person in the group you will be calling." A red dotted line connects the top right phone icon to the first message in the list.

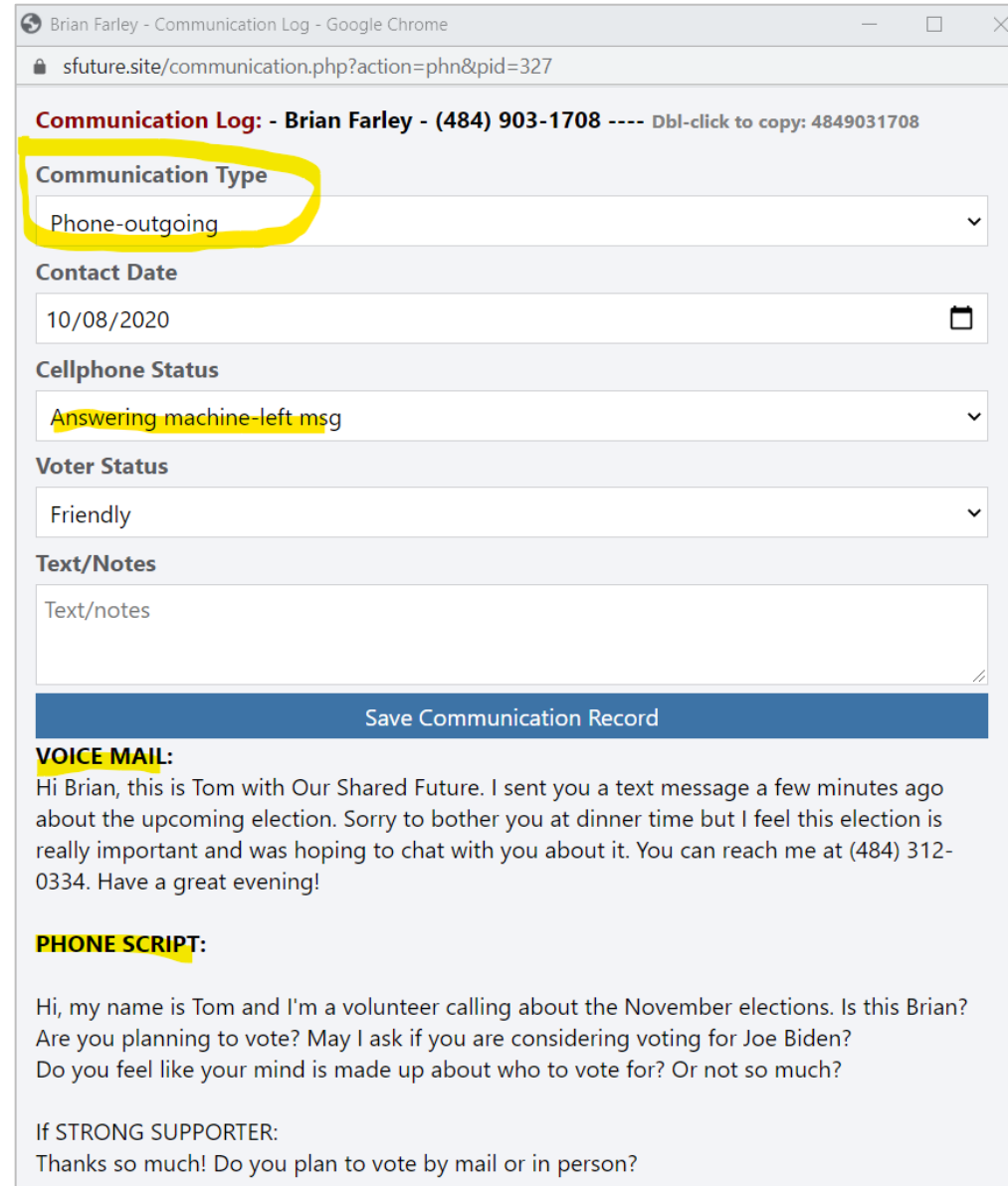
1. Click on a text message to call up the Voter to call.
Click on the FIRST person in the group you will be calling.

2. Click here to call.

4. Click here to Hang Up

The Process in Detail: Making Phone Calls

Now that the call is completed, choose the appropriate “Cellphone Status” and “Voter Status” options, add any comments and Click “Save” to close this record.



Brian Farley - Communication Log - Google Chrome
sfuture.site/communication.php?action=phn&pid=327

Communication Log: - Brian Farley - (484) 903-1708 ---- [Dbl-click to copy: 4849031708](#)

Communication Type
Phone-outgoing

Contact Date
10/08/2020

Cellphone Status
Answering machine-left msg

Voter Status
Friendly

Text/Notes
Text/notes

Save Communication Record

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PHONE SCRIPT:
Hi, my name is Tom and I'm a volunteer calling about the November elections. Is this Brian? Are you planning to vote? May I ask if you are considering voting for Joe Biden? Do you feel like your mind is made up about who to vote for? Or not so much?

If STRONG SUPPORTER:
Thanks so much! Do you plan to vote by mail or in person?

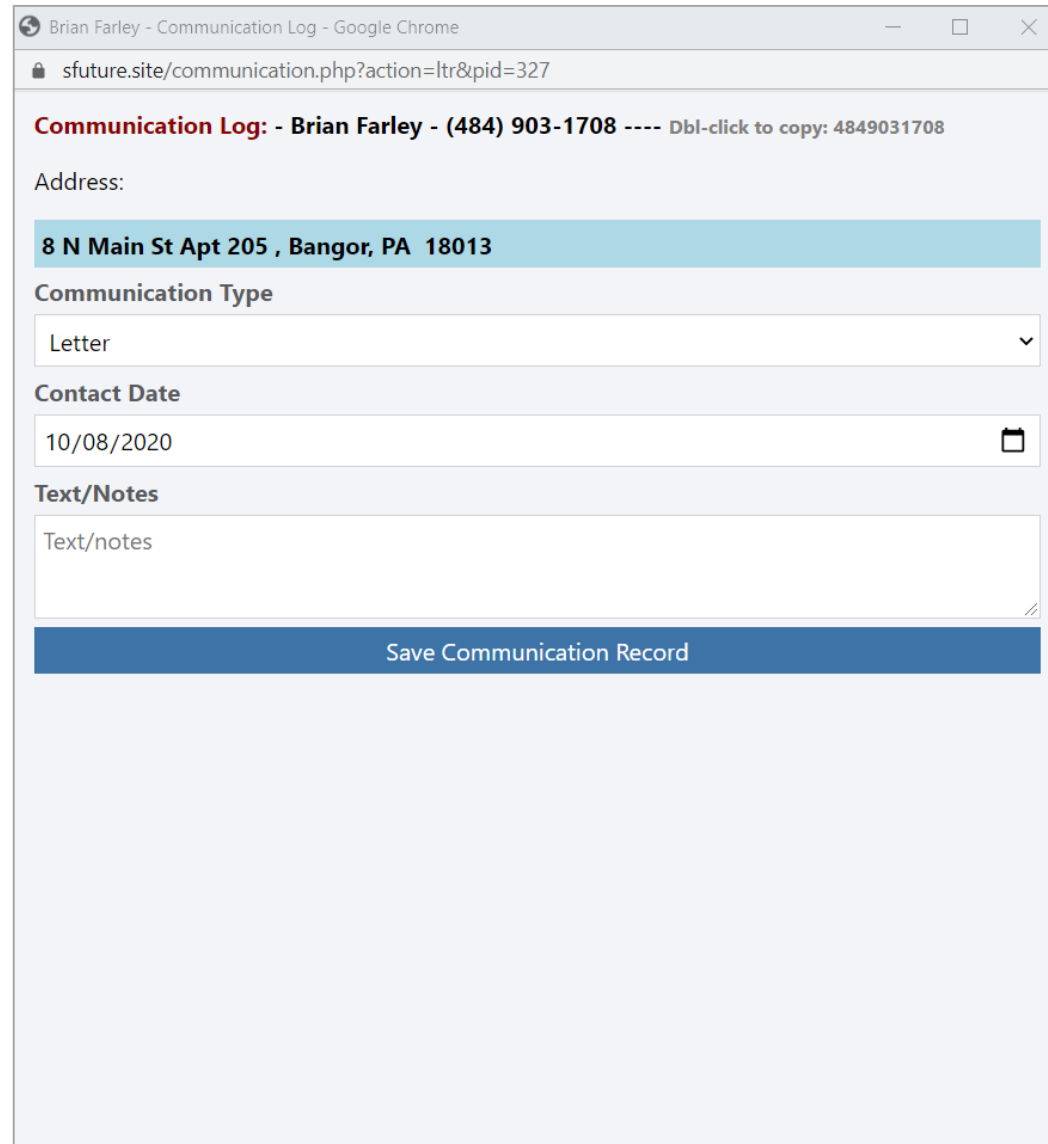
~~The Process in Detail: Sending Postcards~~

Sending Postcards or Letters is even simpler:

Just click on the green button in the People screen with the Letter symbol to call up the Communications Log.

You'll see the person's address on a light blue background at the top, which you can write onto the postcard or letter.

Click "Save" when done to record your achievement!



The screenshot shows a web browser window with the title "Brian Farley - Communication Log - Google Chrome". The address bar shows "sfuture.site/communication.php?action=ltr&pid=327". The main content area displays a communication log entry for Brian Farley, with the phone number (484) 903-1708 and a link to copy the number. The form includes fields for Address (8 N Main St Apt 205, Bangor, PA 18013), Communication Type (Letter), Contact Date (10/08/2020), and Text/Notes. A blue button labeled "Save Communication Record" is at the bottom.

Brian Farley - Communication Log - Google Chrome

sfuture.site/communication.php?action=ltr&pid=327

Communication Log: - Brian Farley - (484) 903-1708 ---- Dbl-click to copy: 4849031708

Address:

8 N Main St Apt 205 , Bangor, PA 18013

Communication Type

Letter

Contact Date

10/08/2020

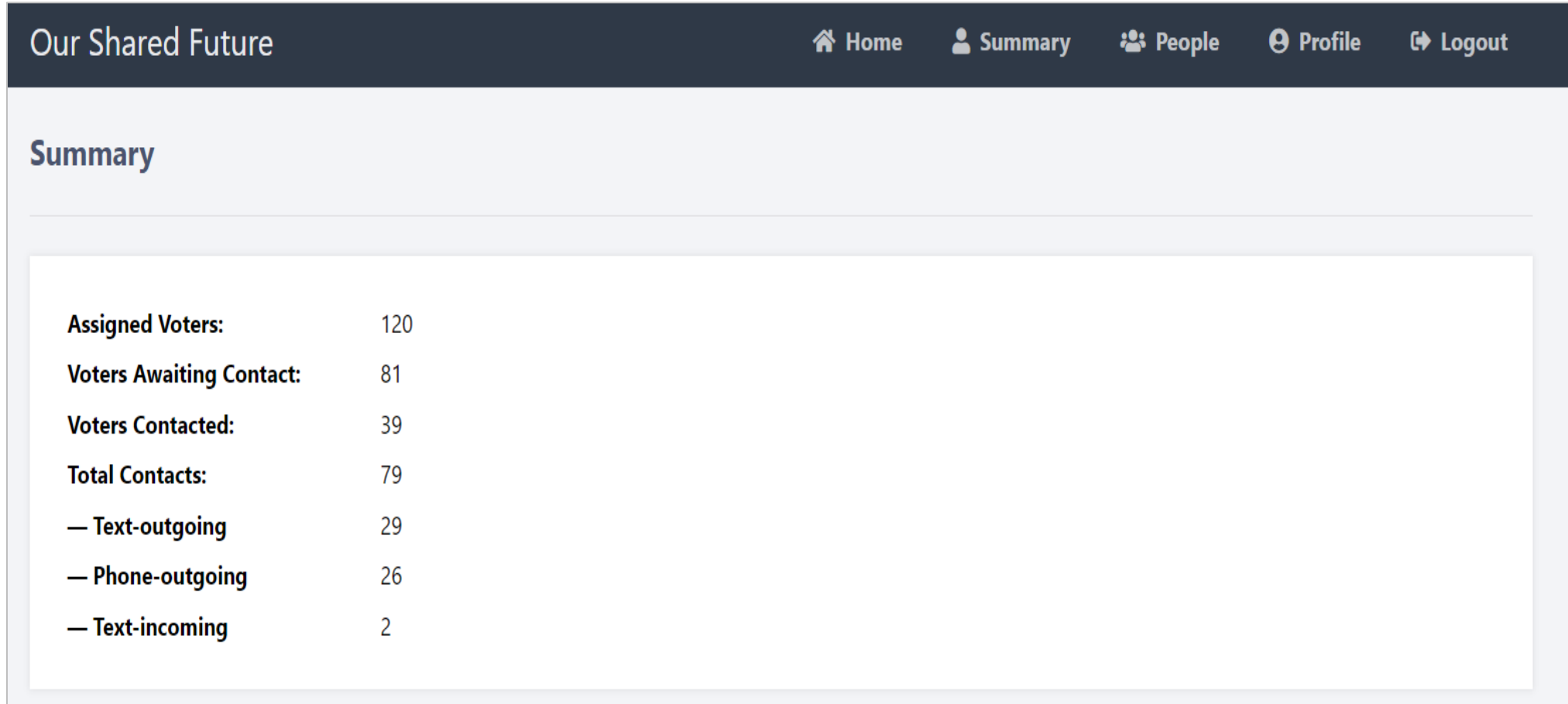
Text/Notes

Text/notes

Save Communication Record

Check Out Your Achievements!

Check out your progress by clicking on “Summary” on the main menu bar.



The screenshot shows a web application interface. At the top, there is a dark blue navigation bar with the text "Our Shared Future" on the left and five menu items: "Home", "Summary", "People", "Profile", and "Logout", each with a corresponding icon. Below the navigation bar, the page title "Summary" is displayed in a light blue font. The main content area is a white box with a light blue border, containing a list of statistics:

Assigned Voters:	120
Voters Awaiting Contact:	81
Voters Contacted:	39
Total Contacts:	79
— Text-outgoing	29
— Phone-outgoing	26
— Text-incoming	2

Four Easy Steps to Set Up Our Database and Google Voice

- 1. Register on Our Shared Future's easy-to-use database system at <https://sfuture.site>**
Be sure to “authenticate” your email: The system will automatically send you an email after you register to make your sure that your email is correct. If you don’t see an email from sfuture.site within a minute, please check your Spam folder!
- 2. Get a Google Voice account** - Please choose an area code that is in the state or smaller region where you will be calling - <https://voice.google.com>.
We recommend headphones to improve call quality.
- ~~**3. Get heavy paper for postcards** from Staples or Office Depot, etc. — 80-100 pound weight — that can be cut into 4 postcards on each page.~~
- ~~**4. Download the Microsoft Word postcard template** and customize it for your use: <https://drive.google.com/file/d/1N6ZjnNVk67ck7Hc-PSJCZDyx-DZsDx82/view?usp=sharing> (A Google Docs version will be available shortly.)~~

Do I Need to Use Google Voice? You don’t have to use Google Voice but I’ve found it to me very efficient for quickly sending texts and calls without fear of mistyping a phone number. If you don’t want to use Google Voice, using your own phone number working from an iPad or other tablet is relatively easy, or you can use a range of other text messaging and phone call add-ins if you prefer them for efficiency and for masking your personal information.

Setup: Our Shared Future Database

<https://SFuture.site>

From the “Login” screen, click on the “Register” link and enter the required information.

Our Shared Future: Login

[Login](#) [Register](#)

Remember me

[Forgot Password?](#)

Login

Our Shared Future: Register

[Login](#) [Register](#)

Register

Setup: Google Voice

<https://voice.google.com>

It's not required but recommended that you pick an area code that is in the state where you'll be texting & calling.

Voice

Select a Google Voice number

Look for available numbers by city or area code.
You must have an existing US-based mobile or landline phone number to qualify.
[Skip this](#)

tampa, fl

(813) 421-3582 Tampa Central, FL	Select
(813) 649-3197 Tampa South, FL	Select
(813) 501-2737 Tampa North, FL	Select
(813) 279-8025 Tampa North, FL	Select