AN ORGANIZER'S GUIDE

Leading a GOTV Staging Location

STAGING LOCATIONS

YOUR GOTV NERVE CENTER

On Election Day your operations have to be seamless. The foundation of a good Get out the Vote campaign is the Staging Location. The Staging Location is the local hub or office for a particular neighborhood/area/turf where volunteers report on Election Day. There may be many staging locations in your state on E-day. Volunteers will need to know in advance where *their* staging location will be (based on proximity to where they live or work).

THE MAIN PURPOSE OF THE STAGING LOCATION IS TARGETED VOTER CONTACT.

Everything happening in the Staging Location is about contacting and turning out our voters (see "Organizing and Leading a Voter Contact Event"). There should be no distractions from this very important work.

There are 3 main things that occur at the Staging Location:

☑ Phonebanking center: At this center, E-day volunteers can come for 1 or more call shifts to reach out to voters urging them to vote and providing polling location information.

☑ Canvass launch: On E-day volunteers show up to the Staging Location to get their materials and get trained before they get out on the doors.

☑ New Volunteer Processing: Volunteers should be signed up for shifts in advance of E-day, but if new volunteers come into the office there is a system to get them volunteering immediately.

CHOOSING A STAGING LOCATION

Ideally, a volunteer or a supporter will donate space for your staging location. A staging location can be a church, storefront, house, school, or any other open space that can house volunteers on Election Day.

Things to consider:

- ✓ Phone lines/cell service
- ✓ Internet
- ✓ Parking
- ✓ Central location
- ✓ ADA accessible
- ✓ Printing capabilities
- ✓ Does the space come with tables/chairs?

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STAGING LOCATION ROLES

STAGING LOCATION DIRECTOR:

- Responsible for overseeing the staging location and managing the phonebank and canvass captains.
- Responsible for solving problems within the staging location
- Arrive at staging location at 6 a.m. on E-day
- Track and report the number of canvass and phonebank shifts throughout the day

PHONEBANK CAPTAIN:

- Responsible for setting up and running the phone bank on E-day.
- Setting up the phonebank the night before E-day
- Arriving at staging location at 6 a.m. on E-day
- Greeting phonebank volunteers
- Getting volunteers trained and set up on the phones
- Helping volunteers answer questions from voters on the phones
- Track and reportthe number of volunteers you have for each shift and report them to your staging location director.

CANVASS CAPTAIN:

- Set up canvass station the night before E-day
- Arrive at staging location at 6 a.m. on E-Day
- Greet Canvass Volunteers
- Review the canvass packet with volunteers
- Get volunteers on the doors and be available for questions if they have any problems
- Track the number of volunteers you have for each shift and report them to your staging location captain.

RIDES/COMFORT CAPTAIN:

- Responsible for making sure the volunteers have water and snacks.
- Responsible for coordinating the rides to the polls program. (cars, drivers, dispatch system, etc.)

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STAGING LOCATION MATERIALS CHECKLIST

- ✓ Keys/access codes to Staging Location
- ✓ Staging location contact person: home and cell number
- ✓ Contact information (home and cell phone) for all team members: Phone Bank Captain, Canvass Captain, Rides Captain, Comfort Captain
- ✓ Volunteer List: all home and cell numbers (multiple copies)
- ✓ Election Day timeline (multiple copies)
- ✓ Canvass packets with scripts, voter lists, volunteer sign-ups, literature, tally sheets, etc.
- ✓ Call Packets with scripts, voter lists, rides forms, poll location info, etc.
- ✓ Rides to the polls dispatcher contact info
- ✓ Box labeled “New Phone Lists”
- ✓ Box labeled “Old Phone Lists”
- ✓ Walk Packets with maps, voter lists, scripts, etc.
- ✓ Polling Location Addresses and Maps
- ✓ GOTV literature/door hangers
- ✓ Phones: hard lines and cell phones
- ✓ Cell phone chargers
- ✓ Clipboards
- ✓ Pens
- ✓ Food and Water
- ✓ Extra Paper
- ✓ Signs for specific areas of Staging Location: Canvass Teams, Phonebank teams, New Vol. Sign-In, returned packets, new call sheets.

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SAMPLE ELECTION DAY TIMELINE

*****Polling location opening and closing times differ by state. Check your state's laws!******

November 1st:	Set up staging locations / confirm all volunteers
November 2nd:	ELECTION DAY
5:15 AM	Wake up calls to all staff and volunteer captains
6:15 AM	Organizer (Staging Location Director), Canvass Captain, Phone Bank Captain, Rides/Comfort Captain open staging location
6:45 AM	Visibility at high-traffic areas begins
7:00 AM	Polls Open/Rides Captain checks that polls are open
8:00 AM	Shift #1 volunteer reminder calls
8:45 AM	Visibility Ends
9:00 AM	Shift #1 phone bank and canvass operations begin
11:00 AM	Shift # 2 volunteer reminder calls
12:00 PM	Shift #2 phone bank and canvass operations begin
1:00 PM	Comfort Captain serves lunch
3:00 PM	Shift # 3 volunteer reminder calls
4:00 PM	Shift #3 Phone bank and Canvass operations begin
4:15 PM	Comfort Captain serves afternoon snacks
6:00 PM	Everyone out on the doors
7:00 PM	Polls close (Have all canvassers go to closest polling place to keep people in line) *****Polling location opening and closing times differ by state. Check your state's laws!******
End of Night	Organizers, captains, and volunteers break down and clean up staging locations.

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GOTV EVENT SIGN-IN SHEET

Today's Date: _____ Place: _____ Host:_____

NAME *First & Last*	ADDRESS *Street Address, City, Zip code*	PHONE	EMAIL	PACKET#	*Coming next week?*
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					