

# GOTV Staging Location Roles

**Get out the vote** (sometimes referred to as GOTV) is a broadly inclusive term campaigns, candidates, political parties, civic-minded institutions, and individuals use to describe a concerted effort to register voters, contact and/or engage voters, and increase voter turnout.

These efforts can be done with the intent of increasing general voter turnout without regard to political leaning or can be organized by political groups aiming to increase turnout among voters who support a particular candidate or cause. "Get-out-the-vote" or "GOTV" is an adjective indicating having the effect of increasing the number of the campaign's supporters who will vote in the immediately approaching election. Adapted from Ballotpedia.

Overall, one may have the roles below being worked at one staging location. In this example, the staging location has one person for each role. Some locations may have multiple roles being done by one person.

The "Regional Boiler Room" usually refers to a regional office that has oversight of multiple staging locations. They are a "high-level" contact with the campaign.

The seven roles are:

1. Staging Location Director
2. Canvass Captain(s)
3. Phone Bank Captain
4. Turf/Call List Manager
5. Greeter/Trainer
6. Comfort Captain
7. Runner

## GOTV Roles

### Staging Location Director

- Responsible for entire operation at Staging Location.
  - Makes sure Staging Location is 'set-up' and ready for each shift.
  - Holds morning meeting with team staffing Staging Location to inform of targets, goals for day, number of volunteers expected, etc.
  - Checks with greeter, captains, turf/call list managers after start of each shift about # of volunteers, # of turf packets out/in, # of call lists, etc.
  - Monitors follow-ups from canvassing.
- Serves as point of contact with Regional Boiler Room (separate location coordinating more than 1 staging location).
  - Enters 'soft' data into Google spreadsheet (custom to the individual campaign).
  - Confirms 'soft' data with Regional Boiler Room.

- Communicates concerns to Regional Boiler Room.
- Communicates to Staging Location staff any changes in targets, goals, canvassing/calling area as directed by Regional Boiler Room
- Supports recruitment of team members, particularly canvassers
  - Makes volunteer recruitment calls, as time permits.
- Trains Canvas Captains, Phone Bank Captains, Greeters, and Turf/Call List Managers regarding roles and responsibilities
- Steps in as ‘trainer’ for canvassers and/or callers, as needed.
- Keeps Staging Location organized, clean, and volunteers engaged.

### **Canvass Captain(s)**

- Responsible for all canvassing operations.
  - Sets up canvass training space for maximum efficiency.
- Works with Turf Manager to organize, track and tally all canvass packets.
  - Understands priority of turf packets and does not send turfs out of order.
  - Ensures outgoing and incoming turfs are recorded and accounted for
  - Notes any follow-up needed on a given turf.
  - Enters follow-up notes into Google spreadsheet (custom to the individual campaign).
  - Makes sure data and turfs are organized and sent out on appropriate days.
- Trains canvassers for their volunteer shifts.
  - Reviews goals, script, targets, and do/don’ts of canvassing with volunteers.
  - Answers pertinent questions.
  - Does quick role play.
  - Gives out turfs out to canvassers. Documents the status of the turf.
  - Makes sure canvassers know where to return turfs when completed.
  - Debriefs canvassers as they return.
- Reports to Staging Location Director.

### **Phone Bank Captain**

- Oversees all phone banking operations.
  - Sets up phone training space for maximum efficiency.
- Works with Call List Manager to organize, track and tally all phone packets.
  - Understands priority of call lists and assigns calls in order.
  - Ensures all call lists are recorded and accounted for.
  - Notes any follow-up needed on a given call list.
  - Enters follow-up notes into Google spreadsheet (custom to the individual campaign).
  - Makes sure data and calls are organized and called on appropriate days.
- Trains phoners
  - Reviews goals, script, targets, and do/don’ts of calling with volunteers.
  - Answers pertinent questions .
  - Coordinates a canvass role play. Explains the Dos and Don’ts of canvassing.

- Sets the start and end times of shifts.
- Gives out call lists out to phoners. Document status as “given to caller.”
- Makes sure callers know where to return lists when completed.
- Debriefs callers as they complete lists.
- Reports to Staging Location Director.

## **Turf/Call List Managers**

- Manages turfs assigned to Staging Location.
  - Organizes turfs in priority order with literature and other pertinent materials.
  - Tracks outgoing and incoming turfs.
  - Enters data from turfs as they come in.
  - Records follow-up information in Google spreadsheet (custom to the individual campaign).
- Manages call lists assigned to Staging Location
  - Organizes call lists in priority order.
  - Tracks complete and incomplete call lists.
  - Enters data from calls as they are completed.
  - Records follow-up information in Google spreadsheet.
- Sets up turfs and call lists for following day.
- Provide last minute briefings to canvassers. Make sure they know the start and end times as well as “where the turf is located.”

## **Greeter**

- Signs in volunteers and directs traffic through the Staging Location.
  - Makes sure volunteers go to the correct space –
    - Escorts canvassers to the training room/area.
    - Briefs the canvassers on the location of a bathroom and snack area.
- Makes confirmation calls to volunteers signed up for upcoming shifts.
- Makes follow up calls to volunteers who do not show up for their shifts.
- Makes volunteers recruitment calls for upcoming shifts.
- Debriefs with volunteers as they finish their shifts.
  - Encourages volunteers to sign up for additional shifts.
- Reports to Staging Location Director.

## **Comfort Captain**

- Coordinates food and drinks for volunteers and Staging Location staff.
- Keeps food and beverage area clean.

## **Runner**

- Runs errands.
- Drives canvassers to turf (if needed)
- Fills in as a floater canvasser.