



Words of Encouragement: Why the Hard Lists are the Most Important Lists

CONTEXT

Calling into battleground states is not easy. It is the hard, nitty-gritty work that most people shy away from. It is also how we win elections. For those who are brave enough, thank you for continuing to show up. Calling into battleground states requires battle armor, thick skin, and the right mindset. This document should serve as a source of encouragement for you as you navigate these conversations. I hope you find these tips helpful!

I hope it is also a reminder of the immense importance of the work we're doing together. A We will walk away knowing that we've done all we can to ensure our country and our democracy have a brighter future than its past. We won't go back, and that means we can't afford to quit when it gets tough.

REMEMBER THAT YOU'RE IN CONTROL:

It is important to remember that while you're on the dialer, you are in control. You NEVER have to sit through abuse or crude interactions. If someone feels that strongly, we are not going to convince them to change their minds. Save yourself some frustration and simply say "thank you for your time!" and end the call. Always leave them on a positive note, and be polite!

WE'RE LOOKING FOR THE DIAMOND IN THE ROUGH:

If we only call people who support Kamala, we're not going to win. We have to cast a wide net to secure victory in these key states. We are looking for those undecided voters, many of which may not even know if they're going to vote, let alone who they will vote for. It's on us to introduce them to the Vice President and plant the seeds for support in November. Not all lists will be this challenging!

TAKE CARE OF YOURSELF FIRST:

It is important to make space for your feelings and needs! Take a break, a breath, and drink plenty of water! After a particularly frustrating call, pause so you can recenter yourself. You can tell someone about it and get support, you can remind yourself what's at stake, and use any frustration to reinforce your commitment to the cause.

DON'T TAKE IT PERSONALLY:

Remember that when people lash out and spread hate, it comes from a place of fear and ignorance. It has nothing to do with you or how you're approaching the conversation. Ground yourself in the bigger picture. You're part of a movement, and you cannot have movement without creating a little friction.