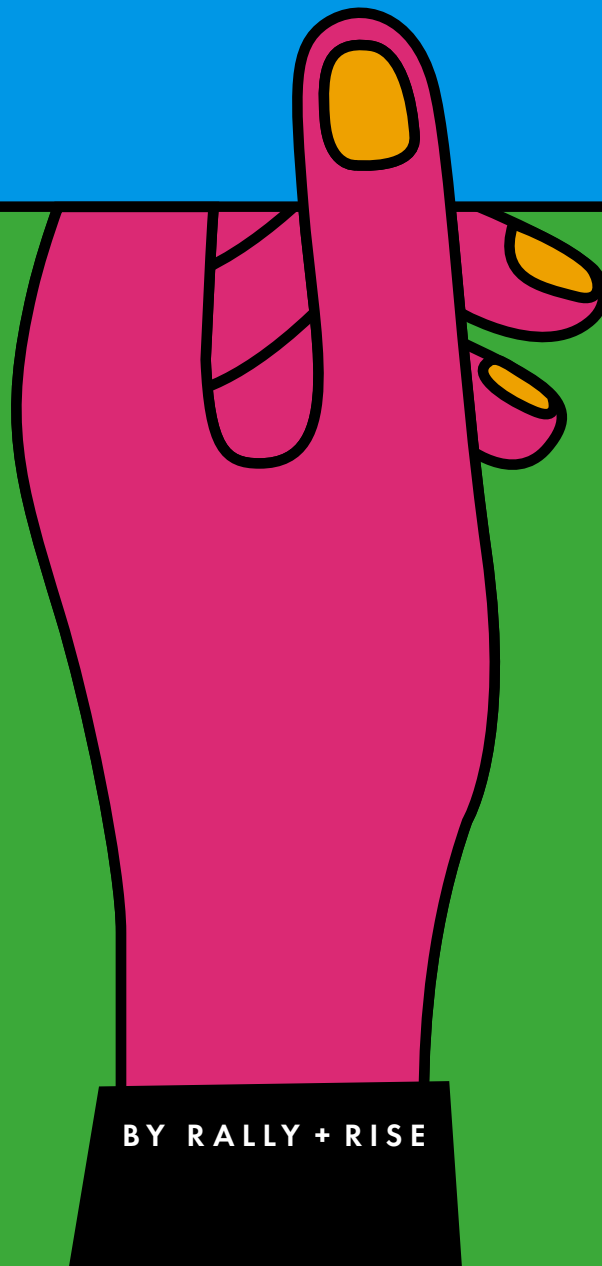


The #NoRegretsNovember Workbook

Part 3: Get Talking



BY RALLY + RISE

What is No Regrets November?

Remember how you felt the morning after the 2016 election? Like the worst hangover...ever.

We don't want you to feel that way again this year. We want to know that we did our part to stop Trump, flip the Senate, and elect as many progressive candidates up-and-down the ballot as possible. (Hangovers should be from celebratory champagne.)

With less than 35 days (and counting!) until the November 3 election, we're doing the work now to ensure we have a #noregretsnovember.

THE GAME PLAN: Every month—from now until November—we'll be focusing on a new action we can take to identify, support and elect progressive candidates who will actually help us make change. Some might push you out of your comfort zone. It can be intimidating, we know—that's why we're doing this together.

To help you get through it, we've launched a series of monthly workbooks. (you've got one in your virtual hands!) This will lay out the steps to take during the month—so you can track your progress (or hold yourself accountable). When in doubt, reference the workbook and take action in some way.

THE TIMELINE:

August: **Get accountable** ([download workbook](#))

September: **Get registered** ([download workbook](#))

October: **Get talking**

November: **Get voting**

BTW: This workbook is created with election activism in mind, but many of the prompts can apply to whatever issue you're focused on. So hi! Welcome! We're super excited that you're here and looking to get involved in something that's important to you.

So, who's ready for a #noregretsnovember? Let's do this!

#NOREGRETNOVEMBER: GET TALKING

Don't boo—vote (and inspire others to do the same)!

Welcome to the scariest month of the year. Not just because of Halloween (or the fact that we're in the midst of a pandemic), but because October is when you really start talking to people—yes, there will be lots of strangers involved—about why they should vote for certain candidates.

This might sound like a waking nightmare, but let's flip the script here: You know who these candidates are. You've researched them. You've looked up their platforms. You've been inspired by them. (If you need a reminder, open up your Get Accountable workbook.) You're actually way more prepared than you give yourself credit for. Now, as people fill out their ballots, you can use this knowledge—and your natural charm and charisma, obvs—to help your candidate get as many votes as possible.

REMINDER: You don't really have until November 3 to convince people to vote a certain way; many people (including a majority of registered Democrats) are planning on voting early, either through mail-in ballots or early in-person voting. Both options have already begun in many places—and by mid-October, will be in full swing—so every day that you wait to take action is a vote that may have gone to the other candidate.

We know that sounds dramatic, but the stakes are pretty high right now! And because the stakes are getting higher with every day, we're changing up the workbook format this month in two major ways:

1. Instead of guiding you through things week by week, this month we're going to spend the first week (as in: right now) sharing all the info you need—and then let you decide when and how you'll be taking action for the rest of the month.
2. We're going to ask that you commit to taking at least two actions a week, between now and the end of the month. That might sound like a lot, but that's only eight actions total. There are more American Pie films than there are actions left to take this month. (In case you wanted to fact check this: There are nine films in the franchise.) So... You can do this!

#NOREGRETNOVEMBER: GET TALKING

BUT FIRST: Before we dive into things, let's take a minute and ground ourselves. There's a lot going on: The pandemic, the election, the protests, the news—not to mention work, friends, family, life. If you ever feel so overwhelmed by it all that you just want to throw your phone in the trash, crawl under the covers, and ignore everything....that's totally normal. Because all of *this* isn't normal.

But there's a reason why you committed to having a #noregretsnovember. You wrote it down back in August, in the Get Accountable workbook. Pull that list out. Read through it. Write it down again—if you've got new reasons, add them. (And if you've joined us more recently, now's your chance to put a list together.)

- 1.
- 2.
- 3.

Any time you're feeling exhausted by the news. Any time you want to skip a volunteer opportunity. Any time you get nervous about a phonebanking session. Any time you wonder if anything you're doing even matters. Come back to this list. *This* is why you're taking action. And your work matters.



Get Talking

We're **less than 35 days** out from the election. It's one thing to commit to taking action to elect more progressive candidates, but it's another to actually make it happen. We get it. That's why, this month, we're focusing on spreading the word and getting out the vote.

OCTOBER						
SUN	MON	TUES	WED	THURS	FRI	SAT
<input type="checkbox"/> Week 1: How to write letters, phonebank, textbank, canvass & more				1	2	3
4	<input type="checkbox"/> Week 2: Actions 1 & 2		7	8	9	10
11	<input type="checkbox"/> Week 3: Actions 3 & 4		14	15	16 20 days to the election!	17
18	<input type="checkbox"/> Week 4: Actions 5 & 6		21	22	23	24
25	<input type="checkbox"/> Week 5: Actions 7 & 8		28	29	30	31

Get started 

Week 1: How to get talking

Human connection

You can have the most charismatic candidate with the most visionary platform. But if voters don't know about them, they're toast. That's why campaigns place such importance on actually connecting with voters to make their pitch. Need proof? How about three letters: AOC. (She spent so much time going door-to-door during her historic 2018 primary win that she literally wore out her shoes.)

STUDIES BACK THAT UP: The more touchpoints a voter has to a campaign, the more likely they are to support it. And it's not just the number of touchpoints that matter; the more human the interaction is, the more *impactful* it will be. So receiving a flyer in the mail is good, getting a phone call is better, and having a volunteer knock on your door and tell you face-to-face, in their own words, why their candidate is so amazing that you'll definitely want to vote for them is best.

That's why, in a typical October, thousands of volunteers across the country would be setting out with clipboards in hand, going door to door to talk with voters. But this isn't a typical October—and because of the coronavirus, canvassing just isn't safe to do in most parts of the country. That puts a lot of campaigns at a huge disadvantage, especially if you're running against a Republican incumbent who already has name recognition.

The good news is that there are other ways to get out the word. (And some candidates have started doing socially distanced canvassing.) But they'll only work if volunteers like you pitch in—so keep that in mind as you assess the options.

Letter writing



WHAT IT MEANS: How does “voter pen pal” sound? Because that’s basically what you’ll be doing: Writing letters to voters—to let them know about a candidate, to update them on important voting dates, and to remind them about Election Day itself.

WHAT YOU NEED: Paper—either postcards (Etsy has some “Vote” postcards that are cute-ish) or a printer that actually functions. Something to write with—a pen is fine, but if you’re particularly artsy you can use your fancy Japanese markers or whatever else you’ve got around. And, most importantly: stamps. Which means that you get to write to swing voters and support the USPS at the same time. Talk about a win-win.

WHAT YOU’LL DO: Once you sign up with an organization that runs letter-writing campaigns, they’ll give you: a) A loose script of what to write, b) A list of names and addresses that you’ll be sending them to, and c) The timing of when you should mail your letters out.

While the script is important, it’s also key to make these letters sound as authentic as possible—remember, we’re trying to replace face-to-face contact, so it’s actually a good thing if people know this letter came from an actual human.

THE IMPACT: If we’ve learned anything during quarantine, it’s that getting an actual letter from someone is *the best*. Now imagine that you get a note explaining to you why someone’s so excited about a candidate. You’d probably read it all the way through, right? Writing letters gives you an opportunity to put a heartfelt, human voice behind the typically stodgy campaign rhetoric we’re inundated with.

INSIDER ADVICE: While you might be tempted to write a novel, consider coming up with a “script” that’s as succinct—but still personal—as possible. Your hand will thank you. Also: With all of the mail delays, this is an action that’ll be harder to take as the month goes on. (You wouldn’t want your handwritten letter delivered on November 4, would you?) So if you want to try out letter writing, schedule it in ASAP.

HOW TO GET STARTED:

Sign up directly with [Postcards to Voters](#) or [Vote Forward](#), or you can search for opportunities through [Mobilize](#).

Phonebanking



WHAT IT MEANS: Remember when we used to call people on the phone and actually talk to them? Yeah, we're doing that again. When you phonebank, you're calling a select group of people to urge them to support a specific candidate or cause.

WHAT YOU NEED: A phone, or access to a computer connected to a program like HubDialer that lets you call people virtually. (Each campaign is different, so they'll set you up with whatever they're using.)

Before you freak out, know that most programs route your call through another number—which means that the people you're calling aren't seeing your personal phone number. Some smaller campaigns might give you a list to call directly, but you can always set up a free number to call through via the Google Voice app. (Pro tip: Pick a number that has the area code of the district you're calling.)

WHAT YOU'LL DO: You'll usually be provided with a script and a list of pre-vetted numbers to call. It's rare that you'll be calling people who absolutely hate the politician you're repping. More often, it's people who have voiced support in the past—so your job is to a) get this candidate on their radar, because it's probably someone they care about, and b) remind them to actually vote.

That said, there's the occasional, um, curtness. (If I get a call from an unknown number—and I actually answer it—my approach is usually, "Who are you and what do you want?" So I get it.) Thick skin helps when it comes to phonebanking. Reminding yourself that it's not personal does, too. If you get someone really, truly nasty, be ridiculously nice to them on the phone, give them the most heartfelt, "Thank you sooo much for your time, and have a great day," and then proceed to give them the finger the moment you hang up.

PJ PARTY:

Because you can phonebank from anywhere, it's 100% okay to phonebank while sitting on your couch in your PJs.

THE IMPACT: Phone calls really aren't a thing anymore (unless it's from your mom), so when you do get one—and you speak to a real person who is passionate about something—you tend to remember it.

That's the power of phonebanking: It's way more targeted than sending mail, and you have the opportunity to tailor your pitch based off of the person you're speaking with and their individual concerns. Plus, you can connect with a lot of people in a short time—which provides super-valuable information to an organization. Even learning that, say, the number they have on file is no longer connected or that the person moved to another state is useful.

INSIDER ADVICE: Sometimes the script a campaign gives you reads a bit robotic. So look over what they provide, and then make your own tweaks based off of what you think you'd respond to if someone called you. And whatever you do, never ask, "Do you have a minute?" No one on earth has a minute to spare, so don't ask a question with an answer you don't want to hear.

HOW TO GET STARTED: Just about every campaign is running phonebanking right now. So to start with, reach out to the candidate(s) you're excited about to see when they're hosting sessions.

You can also search directly on [Mobilize](#)—by candidate, location, time, and more. So if you don't have a specific candidate in mind but you want to do something on, say, Saturday from 12-3 p.m., you can look to see who's running a phonebank then and sign up.

Textbanking



WHAT IT MEANS: Think of it as phonebanking's millennial cousin: You're reaching out to a vetted list of people about a specific candidate or cause, but you don't have to *actually* speak. Also: You can use emojis.

WHAT YOU NEED: Here's the cool thing about textbanking: You don't need to be on your phone to do it. (Gasp!) There are platforms you can access from a computer that allow you to really easily and really, really quickly text a lot of people. Best of all, these programs route your texts through a different phone number, so you don't have to worry about hitting your plan's monthly texting limit or fielding texts from strangers for weeks after.

WHAT YOU'LL DO: You'll get a script—basically, the opening text you'll be sending—and then canned follow-up phrases you can text based off of how someone responds. From there, all you're doing is just clicking "send" over and over and over again... and waiting for someone to respond so you can start a conversation.

For some, receiving a text is a bit less invasive than getting a phone call—so don't be surprised if you get responses like, "tysm for reminding me about this, i totally forgot the voter registration deadline was coming up!"

THE IMPACT: Although it's newer, the effectiveness of textbanking has shown major promise. (The organization Common Cause NY studied its impact during the 2018 midterm election and found that the turnout rate nearly doubled among millennials who responded to their texts!) It makes sense: Textbanking has the potential to reach younger voters who have historically been ignored by campaigns—after all, they may not have landlines that get them on phonebanking call lists, and they're more likely to move around a lot (which means they're not getting direct mail flyers), but 99% of 18 to 35-year-olds have a cell phone. Textbanking might be the only time that they interact with a campaign—and that's pretty powerful.

INSIDER ADVICE: Once you send out your texts, there's a lot of waiting around for responses to roll in. Which means textbanking is great if you've got a low-key job or love the idea of multitasking—yes, you can watch TV and text at the same time. It's also worth noting that, just like phonebanking, textbanking has very strict do-not-disturb hours. (Most platforms won't allow you to even look at texts between the hours of 9 p.m. and 9 a.m.) So plan accordingly.

HOW TO GET STARTED: If there's a specific candidate or organization you're into, reach out to them directly and see if they've got any text campaigns you can help with. (More and more campaigns and organizations are adding textbanking options.) If you don't have one in mind, just sign up with a group like [Resistance Labs](#) or [Red2Blue](#), which centralizes dozens of textbanking opportunities across the country; one day you might be texting people in Georgia about a State Senate candidate, and the next you could be messaging students in Ohio sharing info on registering to vote. Every day is different.



Canvassing



WHAT IT MEANS: Knock, knock. Who's there? You—and you're going door-to-door speaking with people directly. At least, you are during *normal* times. In the middle of a pandemic, canvassing's role in the 2020 election has become a bit controversial; while Trump's team is boasting that they're hitting one million doors a week, as of this writing the Biden campaign has suspended all canvassing activities for the safety of their volunteers and the people whose doors they're knocking on. But there are some local Democratic campaigns that, depending on the number of covid cases in their district, have started up some version of canvassing. In 2020 that might mean conversations that are both masked and distant, or it could be as simple as just dropping off campaign literature at voters' houses.

WHAT YOU NEED: Yourself. Definitely a mask, hand sanitizer, and even gloves. (Many campaigns are providing PPE for volunteers, BTW.) Maybe a clipboard or, if the campaign you're working with is pretty modern, the app MiniVAN downloaded to your phone. And the knowledge that you do not have coronavirus and that the area you'd be canvassing in has a low enough infection rate that it's safe to proceed.

WHAT YOU'LL DO: Before the start of your shift, the campaign will have already done the legwork (no pun intended) and figured out where they want you to go and who they want you to target. You'll then be given a "turf packet"—that's campaign speak for a list of the names and addresses in your designated area that you're supposed to hit—and a loose script to work off of. Feel free to change up the script a bit so you sound more like a real human and less like a political ad.

From there, your job is to just go door to door—traditionally with canvassing, you'd be asking to speak with the person listed on your turf packet and getting whatever information the campaign has directed you to get (it might be gauging support, recruiting volunteers, or seeing if they need help getting to the polls), but in our socially distanced world, the ask might be different. (Think: Just handing out flyers with information on the candidate, or delivering lawn signs.)

THE IMPACT: Of all the traditional ways to connect with potential voters, studies have found canvassing increases voter turnout more than phonebanking or direct mail. So while it's a big time commitment (it can only be done IRL, and sometimes requires traveling), the upside is tangible. There is simply no replacement for face-to-face conversations, especially when it comes to down-ballot races or candidates looking to unseat incumbents (which is just about every major race this year, from the President on down). That said, we're in the midst of a pandemic and no one should be putting themselves or their community at risk—so this year you'll need to consider the potential *unintended* impacts of canvassing as well.

INSIDER ADVICE: Knocking on a door requires a ton of confidence, so don't feel like you're a failure if you're nervous. Besides, it's rare to get someone who really goes off at you—more often than not, if they don't want to talk to you, they just won't answer the door. And if you're worried about your safety, know that you can always choose to skip a stop if you're feeling uncomfortable. (Reasons I've not knocked on a door: Confederate flag sighting, aggressive dogs barking at me, general sketchiness.)

Speaking of safety, we'll say this one more time: In 2020, canvass at your own risk. Do it only if you're somewhere that has low infection rates, and you know for sure that you are not sick or asymptomatic. Make sure that the campaign you're working with has taken the proper precautions, too. This election is important, but so is your health and safety.

HOW TO GET STARTED: Just like with phonebanking and textbanking, you want to connect with a campaign so you're not wandering through neighborhoods on your own. If you've already got a candidate who you know you want to volunteer for, reach out to their campaign directly and ask them if they're canvassing. You can also find canvassing and "lit drop" opportunities on [Mobilize](#)—filter by "community canvasses" if you're having trouble finding options.

Friendbanking



WHAT IT MEANS: Better known as "relational activism," it's using your own networks to talk to friends, family and neighbors to make sure they get out to vote—and support specific candidates.

As AOC explained during her now-viral [Instagram Live video reacting to Ruth Bader Ginsburg's death](#), there are some people in your life who only you know how to reach. Whether it's your uncle who voted for Trump in 2016 or your BFF who feels like her one vote won't matter, taking the time to talk to them—like, really talk to them—hear them, and respond in a way that you've tailored just for them could yield results that even the most practiced professional canvasser couldn't get. Which means those hard-to-have conversations just might be the most important of all.

REMEMBER:

This election is a numbers game—and the more people you can get out the vote, the more likely it is that we'll win. So yes, your contacts matter!

WHAT YOU NEED: The barrier to entry is pretty low here; as long as there are people in your life who you know and a way to get in touch with them—phone, email, DM, smoke signals, whatever—you should be good to go. Or you can sign up with an org like [Outvote](#), which provides tools to help you reach out to people in a more impactful way (more on that in a sec).

WHAT YOU'LL DO: If you're flying solo, you'll want to come up with a list of a) people who are inconsistent voters, and b) people who are Trump/GOP supporters. (Friendly reminder that [57% of white voters went for Trump in 2016](#)—which means that if you're white, it's way more likely that you know someone who's a fan.) For each one, come up with a strategy for how to talk to them. Is it as simple as planning a "vote date" for you and your friend to head to the polls together, so he won't flake out? Is it having a heart-to-heart with your grandma? You know what this looks like—so plan, prep, and then make it happen.

But there are also tools to help you out with this. Both [Outvote](#) and [Vote With Me](#) are free apps that, once you sync them with your contacts, identify the people you know who are high-impact potential voters (either because they live in a swing district or they vote inconsistently). That means you can be a bit more strategic about the people you reach out to.

THE IMPACT: Especially given how hard person-to-person contact is during a pandemic, friendbanking (we should trademark that term, shouldn't we?) could end up being a deciding factor in this election. That's because only 31% of eligible voters made it to the polls in 2018—meaning that a lot of your friends may have stayed home. Imagine the difference if we boosted that turnout number by even just a few percentage points.

And that's where friendbanking has an advantage: There's the shame factor. Yes, peer pressure can be used for good. While it's [not a campaign silver bullet](#), anecdotally [relational activism](#) has huge potential; [Outvote](#) reports that people who receive a message from a friend through their app are 10% more likely to *actually* vote.

When it comes to flipping Trump voters, there's less research to back this up. But you have something that the Biden campaign doesn't have: You know this person. You know their life, their history, their dreams, their passions, and the reality of their life. Which means that you can customize your pitch in a way that might actually sway them. And that has way more potential than a million Biden Facebook ads flashing on their screen.

INSIDER ADVICE: Don't be afraid to be *that* person with your friends—get them to commit to a voting plan, and then follow-up with them to ensure that they make it happen. (Hell, pick them up in a Lyft and take them to the poll if that's what it takes.) Your passion could be the only infectious thing that's actually good this year.

HOW TO GET STARTED: Sign up with [Outvote](#) or [Vote With Me](#)...or, just do it yourself! If you're not using an app, give yourself specific targets and deadlines. These conversations can be hard, so you may need to hold yourself accountable to actually have them.

#NOREGRETNOVEMBER: GET TALKING

So...Which should I pick?

The approach you take totally depends on your skill set, your availability, and how willing you are to put yourself out there. And there's nothing wrong with doing a mix of all three options to keep things interesting from week to week—or trying a few of them out before you settle on a fave.

The one thing you'll want: confidence and thick skin. Yes, some people you interact with will be jerks. That's okay, it's not personal. And most people will be lovely—and those are the interactions that stick with you.

And before you talk yourself out of this, remember: You absolutely, positively do not need to be an expert in order to speak on behalf of a cause or a campaign. First of all, you will most likely be provided a script to work off of. Second of all, Google exists for a reason—you can always do a little bit of research and prep before you get started. (Plus, you can reference your notes in the previous workbooks!)

But most importantly, you probably know more than you realize; your own personal reasons for being passionate about, say, immigrant rights is actually an activist superpower, and makes you way more real, relatable, and persuasive.

GOT QUESTIONS? WE'VE GOT ANSWERS.

Join our IG Live convo with NY State Senator Alessandra Biaggi—who will be getting real with us about which actions can actually impact close races.

Tuesday, October 6 / 7 pm EST

[Rally+Rise Instagram](#)

CHECK IN:

Let your accountability buddy know what days you're planning on taking action next week, and find out when they are—if you can, send them a note of encouragement the day before their first one!

Week 2–5: Get talking

Commit to twice a week



In previous workbooks, we've filled out this calendar for you. But this month, we want you to come up with your own schedule. The who/what/where/when of taking action is up to you:

WHO: The candidate or organization that you're volunteering with.

WHAT: The type of action you're taking—whether it's letter writing, phonebanking, textbanking, a socially distanced version of canvassing, or more.

WHERE: The state (or states!) that you're focusing your activism on.

WHEN: The days of the week you're taking action.

The one thing that we do ask for is a solid commitment: That you'll take action at least twice a week from now through the end of the month. Remember, that's only eight actions total between now and Halloween. And besides, it's called #noregretsnovember for a reason. Let's put it all out there this month, so that come November 4, we can feel really good about the effort that we put in.

Not sure how you'll be able to fit in these actions or keep your commitment? Surprise: You've already figured this out for yourself! Turn back to pages 5 and 6 of the [Get Accountable workbook](#), when you identified the ways you've made your hobbies part of your routine, and the ways you can motivate yourself into taking action. Apply these to your October plans.

BONUS POINTS: Can you recruit a friend to join you this month? Find someone who hasn't been taking action, but wants to get started. You've been doing this for weeks now, you're officially the expert ;)

ACTIVIST SOCIAL CLUB:

There are sooo many volunteer opportunities happening virtually every. single. day. (Seriously, hit up Mobilize.us for hundreds of options.) But for this final stretch, we've teamed up with some of our favorite activist orgs to bring you a curated list of weekly actions. Bookmark our [Events page](#) if you're feeling overwhelmed by options!

Week 2



WEEK TWO, ACTION 1:

Who:

What:

Where:

When:

WEEK TWO, ACTION 2:

Who:

What:

Where:

When:

RALLY+RISE ACTIVIST SOCIAL CLUB

Thursday, October 8 / 6:30 pm EST

Textbank Happy Hour(s)

[RSVP here](#)

CHECK IN:

It's okay to be nervous to try a new type of action—ask your accountability buddy for advice. What's worked for them? What's been surprisingly chiller than they expected?

Week 3



WEEK THREE, ACTION 1:

Who:

What:

Where:

When:

WEEK THREE, ACTION 2:

Who:

What:

Where:

When:

RALLY+RISE ACTIVIST SOCIAL CLUB WITH SWING LEFT + DEMO CREW

Thursday, October 14 / 7:00 pm EST

Protect The House fundraiser

[Details here](#)

CHECK IN:

What's the best conversation you've had this week? Send the details to your accountability buddy—after all, let's celebrate the wins!

Week 4



WEEK FOUR, ACTION 1:

Who:

What:

Where:

When:

WEEK FOUR, ACTION 2:

Who:

What:

Where:

When:

RALLY+RISE ACTIVIST SOCIAL CLUB

Saturday, October 24

Take action with us during The Last Weekends' final push!

[Details here](#)

Week 5



WEEK FIVE, ACTION 1:

Who:

What:

Where:

When:

WEEK FIVE, ACTION 2:

Who:

What:

Where:

When:

RALLY+RISE ACTIVIST SOCIAL CLUB

Saturday, October 31

Take action with us during The Last Weekends' final push!

[Details here](#)

CHECK IN:

We're a week out from the election. How are you feeling? Check in with your accountability buddy, they definitely know exactly how you're feeling rn.

RALLY + RISE #NOREGRETNOVEMBER WORKBOOK

Next: Get Voting

Next workbook launches November 1, 2020

More info: rallyandrise.org Follow: [@rallyandrise](https://twitter.com/rallyandrise)