

National Gay and Lesbian
Task Force



Sample In-Person Recruitment Script – Discrimination Measure

Hi, is this _____? This is _____ and I'm volunteering with _____. Have you heard that our state non-discrimination law is under attack?

(if not)

Right now there's a law on the books in _____ that protects everyone from discrimination, whether you're a man or woman, Hispanic or Anglo, gay or not gay, bisexual or transgender.

Some people want to change the law to make it legal to fire someone just because they're gay or transgender. We think this is wrong because everyone should be protected from discrimination, including gay and transgender people.

What do you think about this?

(If supportive)

After many years of hard work, the state legislature this year finally added gay, lesbian, bisexual, and transgender people to the state non-discrimination law. But the right-wing is trying to turn back the clock and make it legal to discriminate against gay people. They're in the process of getting the 50,000 signatures they need to put this on the ballot in the November 2004 election.

Right now we're behind and we really need your help. We have to start talking to voters now to build our own list of pro-gay voters who will stand with us in the election. We can catch up, but only if we have more volunteers who are helping us talk to voters person-to-person.

That's why we REALLY NEED YOUR HELP.

TOP PRIORITY ASK

The thing we need the most help with right now is talking with voters door to door. It's the most important work because it's the best way to make sure our supporters have the facts and know which way they have to vote if this comes to an election. *Have you ever done this before?*

You don't need any experience to help. We'll train you and you'll walk with a partner on opposite sides of the street, so you'll feel confident talking to voters. Our kick-off canvass is _____ at _____. We begin with a 45-minute training, followed by two hours going door-to-door, then we'll all come back together for pizza to tally our results. Can you join us _____ at _____?

If yes: Great! Let me tell you where we're meeting. Do you have paper and pen? We will meet at _____.

If no: Our next canvass will be on _____ at _____. Can you join us then?

SECOND PRIORITY ASK

On _____, from 7 – 9:30 PM we will also have a team of people helping to phone voters and / or potential volunteers to let them know what we're doing. We'll train everyone on what they need to know to make the calls productive. Can you join us?

THIRD PRIORITY ASK

We need to raise a lot of money to pay for campaign-related costs like office space, telephones, and staff time. Would you be willing to write a check to help us hire our first campaign staff member?

(in closing)

Do you have a friend you could invite to come with you on _____ at _____?

Great. What's his or her name? Do you feel like you have enough information to talk with them about why this is so important?