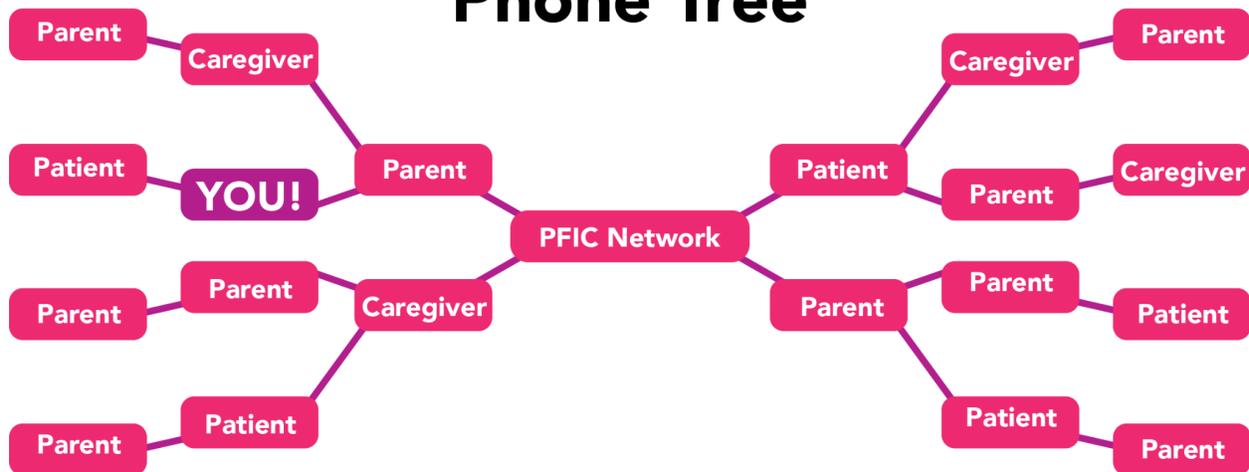


# PFIC Network Phone Tree Overview



## Phone Tree



### What is the Phone Tree?

The phone tree is a tool for us to use as a community to notify each other of issues, advocacy opportunities, and engagement opportunities as they arise. The phone tree starts with the PFIC Network **phone tree manager**, who oversees the phone tree and is the one who begins “calling” other volunteers who have joined. A “call” can be as simple as an email or direct message, or a direct phone call when appropriate.

The Community Engagement Bulletin on our website hosts all of the opportunities that may arise to warrant activating the phone tree. To view the bulletin [click here](#).

To sign up for the phone tree, [click here](#).

### How Does the Phone Tree Work?

The flow of the phone tree will spread from the Phone Tree Manager, to “Branch” volunteers, to “Leaf” volunteers:

- 1) The Phone Tree Manager will be responsible for kicking off the outreach effort that is ongoing, and will contact 4-6 people acting as “Branch” volunteers.
- 2) The Branch volunteers will then need to contact 2-3 people (known as “leaves”).
- 3) The Leaf volunteers are the final part of the phone tree, and receive messages from the Branch volunteers. Leaf volunteers will not need to do any further outreach. .

A Branch volunteer may only call Leaf volunteers, or they may call other Branch volunteers who will then contact further into the phone tree.

The amount of people each Branch volunteer must contact will vary based on the current number of participants (including branches and leaves) in the phone tree.

A community member can also activate the phone tree by bringing an opportunity to the Phone Tree Manager. This is a great way to become more heavily involved in the engagement process, and helps us cover all of the engagement and advocacy opportunities that may arise.

A real life example of successful PFIC community activation was with the NICE situation relating to Blyvay in the UK. There were multiple community members who contacted PFIC Network to tell us what was happening and asked for our help in recruiting more community members to raise their voice.

## **Example of a Successful Phone tree Activation**

Pharmaceutical Company “X” wants to connect with patients and families via survey, and requests that the PFIC Network distribute the survey to patients and families in the community. PFIC Network will make sure that the survey is appropriate and valuable to the patient community, then distribute the survey using the phone tree.

The Manager will activate the phone tree after the opportunity is approved by immediately contacting the 5 “Branch” volunteers they were responsible for. Those 5 “Branch” volunteers will each then contact 2 “Leaf” volunteers and 1 other “Branch” volunteer to continue the outreach effort. The other 5 “Branch” volunteers then will reach out to 2 “Leaf” volunteers each. If everyone does their part and messages everyone, and everyone fills out the survey, this would be 30 direct survey responses - a successful phone tree campaign.

## Phone Tree - Getting Started

**Decide on Role:** Before joining the phone tree, you must decide whether you would like to be a “branch” or a “leaf”, and then sign-up accordingly.

**Contact Assignment:** Once you have signed up, you will be assigned certain people to contact (when the phone tree is activated) based on similarities in time zone and availability.

**Be Ready for Phone Tree Activation:** When the phone tree is activated, you will be contacted by the Tree Manager or a Branch Volunteer. They will inform you about a new issue or engagement opportunity. Then, if you are a:

Branch - you will contact and share the information to the other branches and leaves you've been assigned to within two days of receiving the message.

Leaf - you are not expected to contact anyone.

**Mode of contact:** Phone call, email, or direct message.

**Activate the phone tree:** Find out about a new engagement or advocacy opportunity and want to share it or inspire action with the rest of the PFIC community? Please contact [lisa@pfic.org](mailto:lisa@pfic.org).

The phone tree operates on a volunteer only basis, and you are not required to join in any of the advocacy or engagement opportunities shared.

Joining the phone tree does not lock you into anything and you can opt out whenever you want.