

# WELCOME!

*Thank you for being here.*

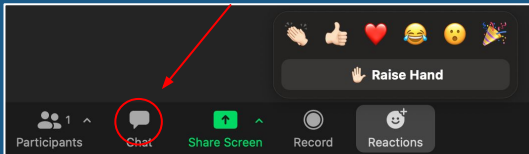
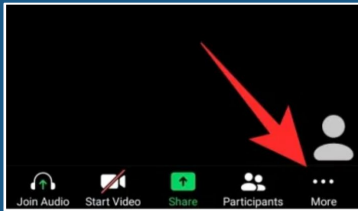
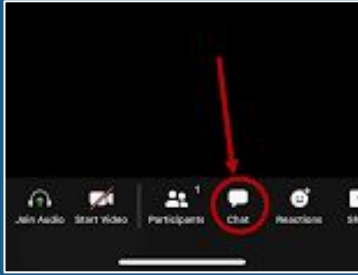


BUILDING BRIDGES FOR AMERICA

## How to Be Politically Active

List, Listen to, and Engage Your Network

*Locate the chat feature.*

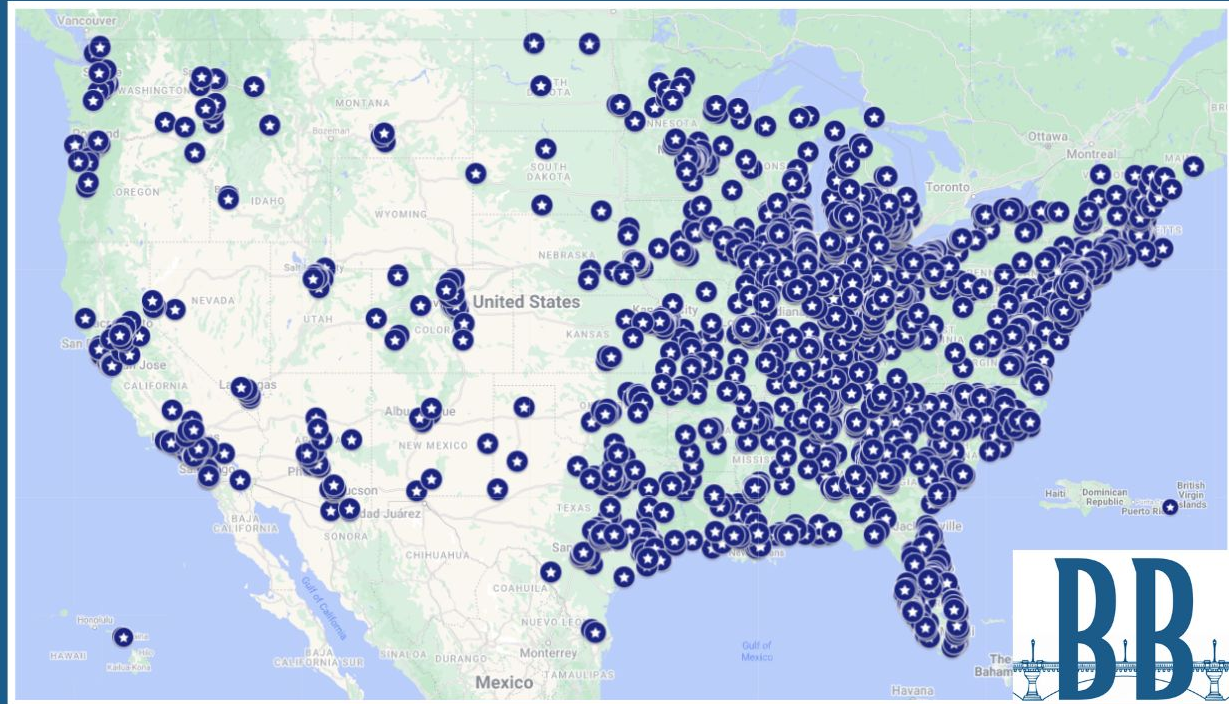


*Say*



*hello in chat!*

*Where are you joining us from?*



# WHERE WE STAND

Democrats believe that the economy should work for everyone, health care is a right, our diversity is our strength, and democracy is worth defending.

## BUILDING BRIDGES FOR AMERICA ACTION FUND

### Our Mission

Building Bridges mobilizes and empowers networks of relational grassroots organizers to create an equitable and informed electorate.

### Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

### Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



# Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Post questions in the chat
- There will be a Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!





Caz Margenau  
she/her



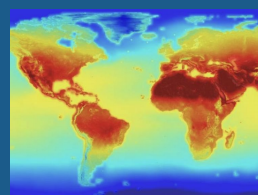
South Bend, IN



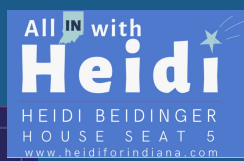
Ace/Aro



Single mom



Climate Research Administrator



Relational  
Organizing  
for Heidi  
Beidinger for  
IN HD5



Data Director  
and Relational  
Organizing Lead  
for IN2 Kitchen  
Cabinet  
2022-now



Field Director for  
South Bend City  
Councilwoman  
Rachel Tomas  
Morgan 2023



Operations  
for Paul  
Steury IN2  
2022



Digital Marketing  
Jeni Arndt for Mayor  
of Fort Collins, CO  
2021



Colorado lead for  
Joe Biden Facebook  
Program, 2020



State Lead,  
Colorado for Pete  
Buttigieg  
2019-2020



Co-founder and co-Director of Leadership Development  
Building Bridges for America Action Fund  
2020-now



# Political Organizing Classes

8 free and accessible courses and workbooks for volunteers.



- *Civics 101*
- *Civics for Change*



- *Say This, Not That...*
- *Grassroots Organizing for Change*
- *Local Leaders and Precinct Chairs*



- *How to Be Politically Active*
- *Conversations that Break Through*
- *Pop the Disinformation Bubble*



Maximize your volunteer effort.

2024 GOTV Session  
10/3-10/24

BUILDING BRIDGES FOR AMERICA



## DOWNLOAD THE STEP BY STEP COURSE WORKBOOK

DOWNLOAD FILLABLE PDF

PRINTABLE DOWNLOAD

How to be  
Politically Active



## DOWNLOAD THE PRESENTATION SLIDES

DOWNLOAD SLIDES

How to Be Politically Active

List, Listen to, and Engage Your Network

## WATCH THE COURSE ON VIDEO







BUILDING BRIDGES FOR AMERICA

# How to Be Politically Active

List, Listen to, and Engage Your Network



## **Campaigns win by talking directly with voters.**

**This essential work happens in two ways:**

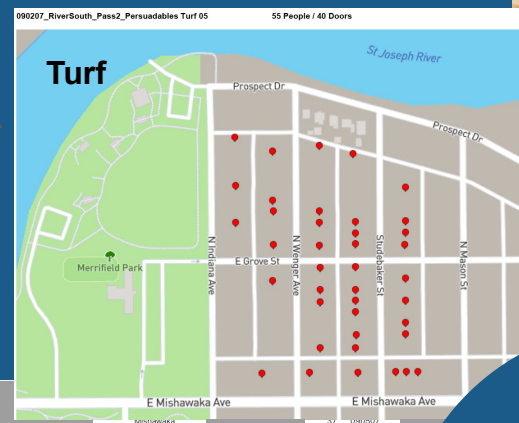
### **Canvassing Strangers**

**Campaign staff making lists from the voter rolls and having volunteers knock on doors of strangers and recording data about the voter's likelihood to vote for Democrats.**

### **Canvassing Your Friends**

**You making a list of people you know, talking with them, and recording the data about your friend's likelihood to vote for Democrats.**

# Canvassing Strangers

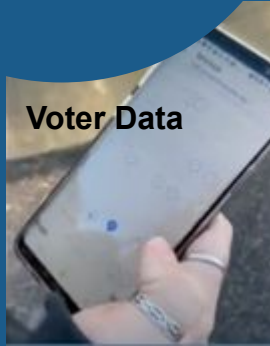


# Direct Voter Contact

Andries, Cl  
Baker, Jen  
Barger, Ch  
Bella, Jen  
Botka, Jen  
Brassai, Im  
Churchmar  
Dewitt, Nic  
Fritsch, Su  
Fulbright, H  
Gaston, Jo  
Gordon, Ja  
Guess, Ka  
Harris, Car  
Hivick, Me  
Hivick, Ma  
Johnson, B

Voter Rolls

Mishawaka	37	090507
Mishawaka	29	090507
Mishawaka	57	090507
Mishawaka	46	090507
Mishawaka	53	090507
Mishawaka	35	090507
Mishawaka	41	090507
Mishawaka	50	090507
Mishawaka	34	090507
Mishawaka	28	090507
Mishawaka	46	090507
Mishawaka	33	090507
Mishawaka	32	090507
Mishawaka	44	090507
Mishawaka	25	090507
Mishawaka	34	090507



# Canvassing Your Friends



# Canvassing Your Friends

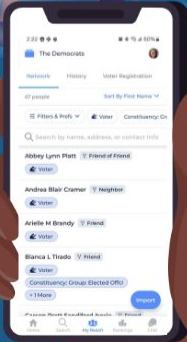




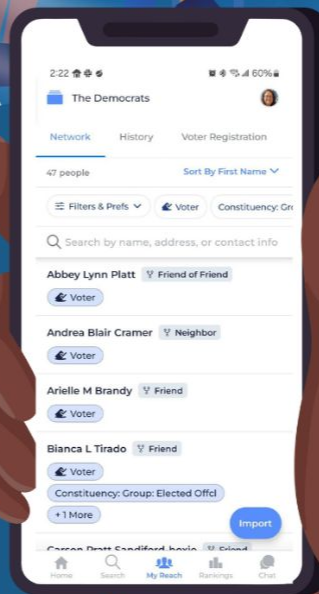
# Canvassing Your Friends



**HARRIS  
WALZ**



**HARRIS  
WALZ**



**Reach — Progressive  
Organizing**  
Reach Progress

Uninstall

Open

Today you will learn to:

**TELL  
YOUR STORY**



Be ready to articulate why you care.

**Today you will learn to:**

**YOUR STORY**



Today you will learn to:



# **LIST** YOUR NETWORK

Be organized and include everyone.

Today you will learn to:

**ACTIVELY  
LISTEN**

Be open, be helpful, and build trust.



Today you will learn to:

**LISTEN**

Today you will learn to:



# ENGAGE

Welcome others to join you.



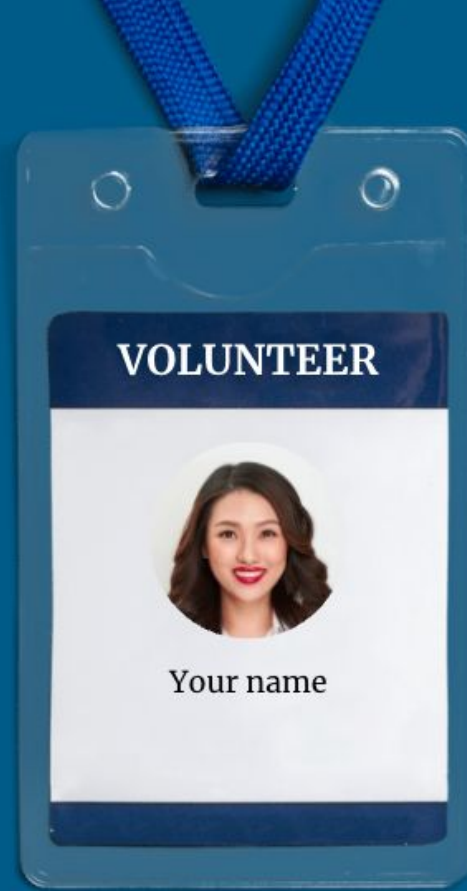
# Today you will learn to:

1. Tell your story
2. List your network
3. Actively listen
4. Engage others to join you

# Permission granted

You are an organizer.

Your job is to organize  
the people you know.



**TELL  
YOUR STORY**



Be ready to articulate why you care.

# Self Reflection

- Step ① **What are your core values?**
- Step ② **Recall a time that you felt one of your values.**
- Step ③ **Share how that values is reflected in a campaign or cause.**
- Step ④ **Why is it important to you that we act and get involved now.**



# What are values?

What you value

What is important

Values  $\neq$  Morals  
Values  $\neq$  Issues or Policy





# What are values?

## **Issue**

Economic inequality

## **Policy**

Raising the minimum wage

## **Values**

Justice

Equity

Freedom

Compassion

Resilience



# What are values?



## Issue

Economic inequality

## Policy

Raising the minimum wage

## Values

- Justice
- Equity
- Freedom
- Compassion
- Resilience



DIG DOWN

How does an issue make you feel?



Why do you feel that way?

- “It’s not fair!”  
Justice, equity
- “It is my right!”  
Freedom
- “We need to care!”  
Compassion
- “Give people a chance!”  
Resilience

Grace	Justice	Respect	Leadership
Patience	Appreciation	Joy	Renewal
Forgiveness	Willingness	Forgiveness	Home
Self-Respect	Family	Goodness	Contentment
Service	Freedom	Involvement	Friendship
Reciprocity	Security	Wisdom	Courage
Enjoyment	Loyalty	Beauty	Balance
Entrepreneurship	Intelligence	Caring	Compassion
Happiness	Connection	Personal	Fitness
Harmony	Creativity	Development	Professionalism
Peace	Humanity	Teamwork	Diversity
Relationships	Success	Communication	Generosity
Knowledge	Belonging	Learning	Adventure
Patience	Truth	Excellence	Kindness
Growth	Resilience	Innovation	Clarity
Prosperity	Integrity	Spiritualism	Invention
Wellness	Love	Strength	Equity
Finances	Openness	Power	Perseverance
Gratitude	Transparency	Cooperation	Patriotism

# Need help choosing your words?

## A NEW WAY FORWARD

Vice President Harris and Governor Walz are fighting for a New Way Forward that protects our fundamental freedoms, strengthens our democracy, and ensures every person has the opportunity to not just get by, but to get ahead. As a prosecutor, Attorney General, Senator, and now Vice President of the United States, Kamala Harris always stood up for the people against predators, scammers, and powerful interests. She promises to be a president for all Americans, a president who unites us around our highest aspirations, and a president who always fights for the American people. From the courthouse to the White House, that has been her life's work.

[kamalaharris.com/issues](https://kamalaharris.com/issues)



# Sharing Your Story

Use the common language of personal stories to connect, even with people who disagree with you.

We share: Values. Empathy for people we know. Personal stories.

We do not share: Morality. Logic. Interpretation of facts.

You cannot use these differences to make a connection.

Speak to what is most important to you by sharing a story about how an issue affects you or someone you love.

**DO NOT USE:**  
**FACTS**  
**LOGIC**  
**MORALITY**

**USE:**  
**YOUR VALUES**  
**YOUR STORY**



I feel \_\_\_\_\_ *[say it!]* \_\_\_\_\_

because \_\_\_\_\_ *[core value]* \_\_\_\_\_ is important to me

and \_\_\_\_\_ *[share a time you felt this core value]* \_\_\_\_\_.

That is why I \_\_\_\_\_ *[support Harris for President/local candidate]* \_\_\_\_\_

I am \_\_\_\_\_ *[action you are taking]* \_\_\_\_\_. Will you join me?

Take your time to  
practice this in the  
workbook ↓



DOWNLOAD THE  
STEP BY STEP  
COURSE WORKBOOK

DOWNLOAD FILLABLE PDF

PRINTABLE DOWNLOAD

How to Be  
Politically Active

KAMALA HARRIS FOR AMERICA



# **LIST YOUR NETWORK**

Be organized and include everyone.

# ORGANIZE YOUR NETWORK

**Start making a list of people you know.**

**Make a plan to talk to each person.**

**Track who you talk to, how they respond.**

**Make a plan to reach out to them again.**





## Making Your List

USE THE PROMPTS BELOW TO HELP YOU START TO LIST YOUR NETWORK

THREE PEOPLE YOU KNOW WILL VOTE

THREE PEOPLE EASIEST TO TALK TO

THREE PEOPLE YOU KNOW WILL NOT VOTE OR ARE NOT REGISTERED

THREE PEOPLE YOU HAVE NEVER SPOKEN TO ABOUT POLITICS

THE PERSON YOU WISH WOULD SUPPORT YOUR ISSUE

# The Power of Your List

1. Organized
2. Inclusive
3. Your power
4. This is data

Name	Contact Info	Date of Last Contact	Notes	Support Status
Mike	555-555-5555	5/9	He's upset that the bill doesn't go far enough. He will support it but not do anything to vocally support it.	Supports

The Democrats

Find voters by name or location.

Name

Location or Address

Search

Home Search My Reach

The Democrats

Network History Voter Registration

47 people Sort By First Name

Filters & Prefs Voter Constituency: Gr

Search by name, address, or contact info

Abbey Lynn Platt Friend of Friend

Voter

Andrea Blair Cramer Neighbor

Voter

Arielle M Brandy Friend

Voter



# ACTIVELY LISTEN

Be open, be helpful, and build trust.



# Conversation Style

Discussion

Debate

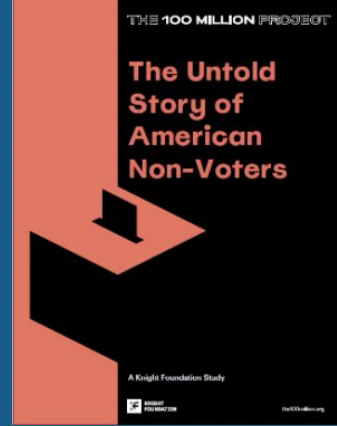
Dialogue

- Open-minded & curious
- Focused on listening
- Ask questions so you can understand

# Move people past voting barriers

Common reasons people do not vote:

- Not knowing the candidates.
- Feel their vote will not count.
- Feel their vote will not make an impact on their lives.
- Voting seems difficult.
- It takes too long to get information about candidates.



# Where are they at politically?

**Light opener**– Personal fact

*I signed up for this organizing class because I feel I need to do more than vote in 2024.*

*How are you feeling about this election?*

**Timely opener**– News item

*I was so impressed by Kamala Harris in the debate.*

*How did you feel after the debate?*



## STARTING THE CONVERSATION

Stay open and listen.

You may have to fight your instinct to push back or defend.

No matter what they say, be curious and respond with “Tell me more about that.”



## ACTIVE LISTENING GUIDE

### THE BEST WAY TO CONNECT AND BE HEARD IS FIRST TO ACTIVELY LISTEN.

AN EFFECTIVE ORGANIZER'S GREATEST SKILL IS TO LISTEN. TO BE HEARD AND UNDERSTOOD FIRST YOU NEED TO OPEN THE DOOR OF UNDERSTANDING. PRACTICE THESE BASIC HABITS AND SKILLS TO SHOW YOU ARE LISTENING AND WATCH AS THE CONVERSATIONS YOU HAVE GROW DEEPER.

#### AVOID DISTRACTION

Set your intention to listening.  
No daydreaming or multi-tasking.  
Remove things, persons or animals that might keep you from paying attention.

#### REFLECT, PARAPHRASE OR CLARIFY

Repeat back what you have heard  
"It sounds to me like you are saying..."

#### PAY ATTENTION

Do not use this time to prepare for a rebuttal. Ignore the divides and listen for the connections.

#### DO NOT INTERRUPT

Allow the other person to finish what they are saying.

#### USE DOOR OPENERS

Keep them engaged and talking  
"Tell me more"  
"That's interesting"

#### DO NOT ARGUE

"I can tell you are very upset/frustrated""I know that it has been hard for you to change gears"

## ACTIVE LISTENING GUIDE

#### REFLECT AMBIVALENCE

"So, on the one hand you want \_\_\_ and on the other you don't think you can \_\_\_"

#### LOOK FOR COMMON GROUND

"Where do you think we could find common ground?"  
"We agree on this, what else do we agree on?"

#### EXPRESS YOUR ATTENTION

Words and phrases like "Oh", "I see", "uh huh" and "hmm" show that you are listening.

#### CREATE DISSONANCE

"Tell me (describe to me) what your feeling are on \_\_\_\_"  
"Can you tell me what is keeping you from supporting \_\_\_?"

#### SHOW EMPATHY FOR THEIR FEELINGS

"I am hearing you say that you are frustrated because \_\_\_\_"

#### WRAP UP

"Thank you for talking with me."  
"I appreciate your opinion and understand your concerns."

This guide is in the workbook



DOWNLOAD THE STEP BY STEP COURSE WORKBOOK

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PRINTABLE DOWNLOAD





# ENGAGE

SHARE YOUR STORY

WELCOME OTHERS TO JOIN YOU



I feel \_\_\_\_\_*determined*\_\_\_\_\_

because \_\_\_\_\_*freedom*\_\_\_\_\_ is important to me

and \_\_\_\_\_*my right to control my body will be restored when we elect more Democrats*\_\_\_\_\_.

That is why I \_\_\_\_\_*support Kamala and local Democrats on my ballot*\_\_\_\_\_.

I am \_\_\_\_\_*going to a Democratic meet-up Saturday*\_\_\_\_\_. Will you join me?

# Encountering Tension

**Fight your instinct to defend.**

**Ask them, “Tell me more” to get them thinking and feeling for themselves.**

**Validate their feelings.**

**Don’t talk theory, keep it personal and issues based.**

**Give yourself permission to walk away.**



# AVOID FATIGUE

**Just till the soil, plant a seed,  
and touch on it over time.**

**Limit political talk to 20 minutes  
at a time.**



BUILDING BRIDGES  
FOR  
AMERICA



# The Power of Your List

Reach app

## Enter the voter data into Reach.

Paper list or spreadsheet

Name	Contact Info	Date of Last Contact	Notes	Support Status
Mike	555-555-5555	5/9	He's upset that the bill doesn't go far enough. He will support it but not do anything to vocally support it.	Supports



# Use your story and list to elect Kamala!



## The Reach App

We partnered with Reach, which is designed to help YOU better organize your relationships. The app provides an easy-to-use platform to organize your networks, share key campaign content on social media, and much more.

[Setup Reach](#)



[democrats.org/reach](https://democrats.org/reach)



# Join us next Thursday!



Know the system to change the system.

[buildingbridgesforamerica.com/courses](https://buildingbridgesforamerica.com/courses)

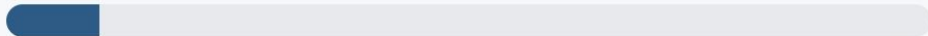
## BUILDING BRIDGES FOR AMERICA ACTION FUND



### Donate to the Building Bridges for America Action Fund

**\$115 Raised**

**GOAL \$1,145**



**Donate to the Building  
Bridges for America  
Action Fund**

updated at 4:35 PM **AB**

**Help us continue our work!**

**Donate \$5 →**

**Donate \$10 →**

**Donate \$15 →**

**Donate \$20 →**

**Help us cover our annual  
operating costs so we can  
continue to offer our  
programs for free.**

**<https://secure.actblue.com/donate/bbfa>**

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@buildbridges4america

Learn more at  
[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

Thank you for joining us.