

WELCOME!

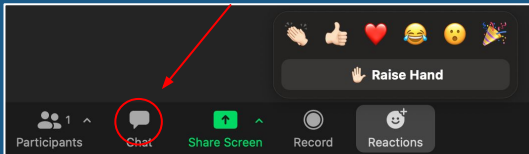
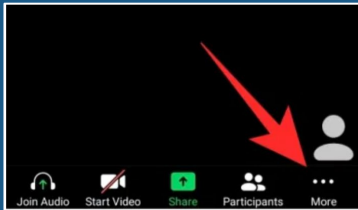
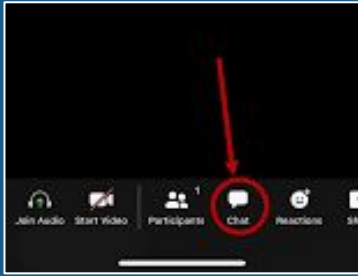
Say hello in chat! Where are you joining us from?



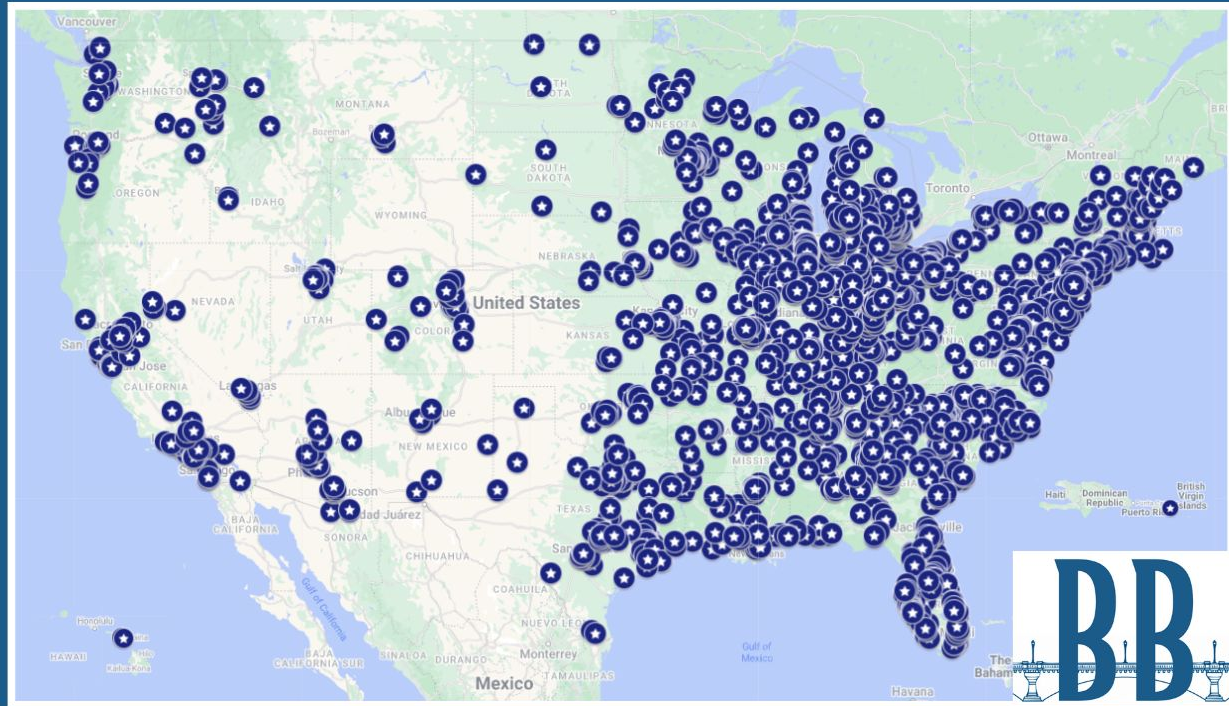
BUILDING BRIDGES FOR AMERICA

Conversations that Break Through

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
- Please introduce yourself in the chat, where are you from, and campaigns you have worked with
- Meeting will be 1-hour
- Thank you for joining us!



Caz Margenau
she/her



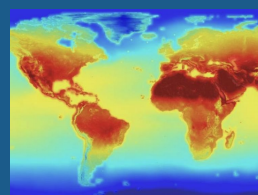
South Bend, IN



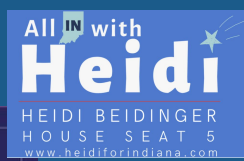
Ace/Aro



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 Session I
Every Thursday
1/11 - 2/29

2024 Session II
Every Thursday
3/21 - 5/19

2024 Session III
Every Thursday
5/30 - 7/25 (skip 7/4)

More to come!

Go at your own pace with the workbook for this course.

BUILDING BRIDGES FOR AMERICA



Conversations that Break Through Workbook



DOWNLOAD THE STEP BY STEP COURSE WORKBOOK

DOWNLOAD FILLABLE PDF

PRINTABLE DOWNLOAD

What are your core values?

What is important to you? Deep down in your core? That core that drives you is your values.

First, let's distinguish values from issues and policy. Policies enable us to bring those motivating values to life through actions and systems. For example, economic growth for all is an issue, raising the minimum wage is a policy, but what draws you to that issue are your commitments to values, such as justice, equality, freedom, compassion, or resilience.

Dig down and identify and name those values that drive you.

My core values:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY

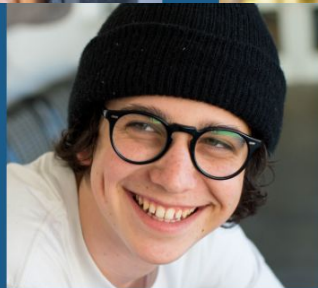
<https://www.buildingbridgesforamerica.com/courses/conversations-that-break-through>



Conversations that Break Through

Today we will cover dialogues between

You &



A Democratic Voter

An infrequent voter

A swing voter

Anatomy of a dialogue

1



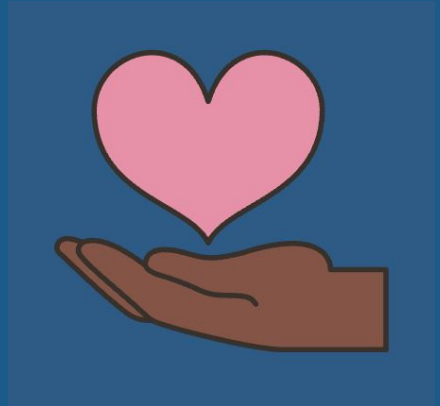
Ask people how they feel and actively listen.

2



Make a connection and sharing your personal reason why you care.

3



Provide information and ask them to join you.

Today's Goals

Do your homework

Your personal stump speech

Grow understanding for where people are at

Actively listen

Make a connection

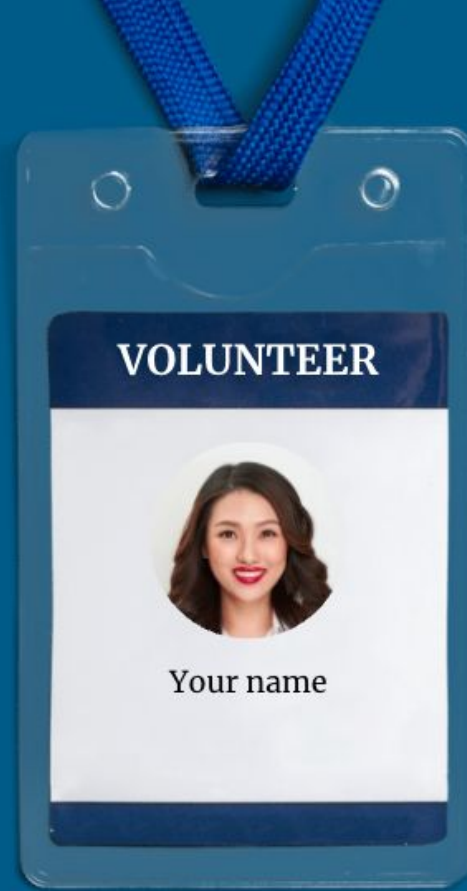
Make the ask



Permission granted

You are a messenger.

Your job is to talk with
people you know and
people in your area.



Homework:

Express 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.**



I feel _____ *[say it!]* _____

because _____ *[core value]* _____ is important to me

and _____ *[share a story of a time you felt this core value]* _____

That is why I support _____ *[group, candidate, campaign]* _____

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



Get practice articulating why you care–



BUILDING BRIDGES FOR AMERICA
presents

How to Be Politically Active

List, Listen to, and Engage Your Network

BUILDING BRIDGES FOR AMERICA

DOWNLOAD THE
STEP BY STEP
COURSE WORKBOOK

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PRINTABLE DOWNLOAD

How to be
Politically Active

WATCH THE COURSE ON VIDEO

BB Building Bridges for America presents How to Be Politically Active

Watch later Share

HOW TO BE
POLITICALLY
ACTIVE

Watch on YouTube

BB
BUILDING BRIDGES FOR AMERICA

<https://www.buildingbridgesforamerica.com/courses/how-to-be-politically-active>



Imagine, your town has an awesome state house candidate who running to get rid of an extremist MAGA Republican.

And the candidate asks you-



Hey, I need your help. Can you talk to three people you know and ask them to vote for me and to volunteer?

Heidi Beidinger
Indiana House Seat 5

Think of three people who you know:

1. Someone who is likely a Democrat and votes.
2. Someone completely not political.
3. Someone you're not sure how they'll vote.



Why these three groups?

This is who campaigns target.

How likely are they to vote?



How likely are they to support a Democrat?



LIKELY VOTER LIKELY SUPPORTER	POTENTIAL VOTER LIKELY SUPPORTER	NON VOTER LIKELY SUPPORTER
LIKELY VOTER POTENTIAL SUPPORTER	POTENTIAL VOTER POTENTIAL SUPPORTER	NON VOTER POTENTIAL SUPPORTER
LIKELY VOTER OPPONENT SUPPORTER	POTENTIAL VOTER OPPONENT SUPPORTER	NON VOTER OPPONENT SUPPORTER

Why these three groups?

This is who campaigns target.

Known supporters for recruitment

Swing voters for persuasion

Infrequent voters for persuasion

Opposition for deep relational organizing

LIKELY VOTER LIKELY SUPPORTER	POTENTIAL VOTER LIKELY SUPPORTER	NON VOTER LIKELY SUPPORTER
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LIKELY VOTER OPPONENT SUPPORTER	POTENTIAL VOTER OPPONENT SUPPORTER	NON VOTER OPPONENT SUPPORTER

Why these three groups?

This is who campaigns target.

This is where you are most likely to find people who want to do more than vote. Your job is to ASK them to join you.

Known supporters for recruitment

Swing voters for persuasion

Infrequent voters for persuasion

Opposition for deep relational organizing

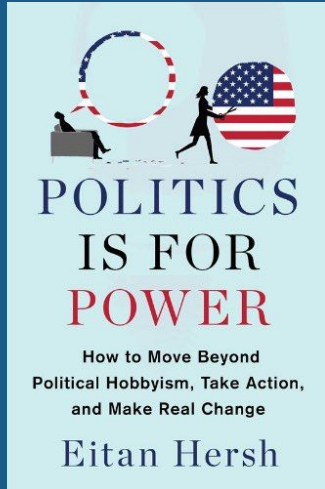
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LIKELY VOTER POTENTIAL SUPPORTER	POTENTIAL VOTER POTENTIAL SUPPORTER	NON VOTER POTENTIAL SUPPORTER
LIKELY VOTER OPPONENT SUPPORTER	POTENTIAL VOTER OPPONENT SUPPORTER	NON VOTER OPPONENT SUPPORTER

Grow your understanding for:

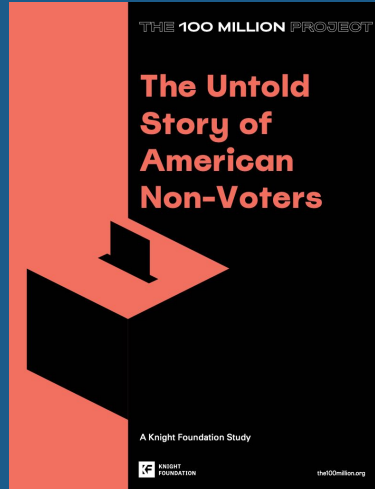
People who volunteer



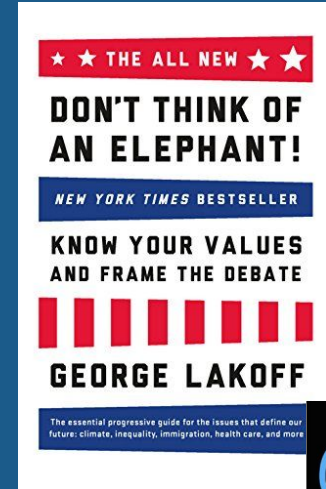
References:



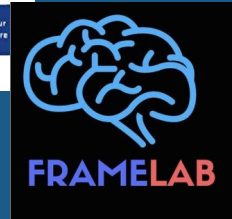
Talk with:
Strong Democrats who Vote
Purpose:
Recruit volunteers



Talk with:
Non-voters
Purpose:
Increase turnout



Talk with:
Swing Voters
Purpose:
Win their vote



Why do people volunteer?

Issue

I am motivated by a campaign that advances an issue I am passionate about.

Social

Volunteering gives me a purpose and helps me meet like minded people.

Regulars

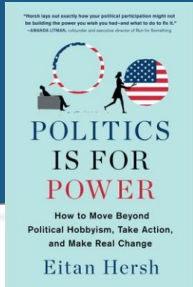
I'm an experienced volunteer and I help on campaigns all the time.

Opportunity

I am seeking job experience, or just rewarding experience, and a chance to meet the candidate.

Loss aversion

I don't have a choice, I cannot survive the status quo.



Question

Respond in the chat.

Why do you volunteer?

Issue Social Regular Opportunity
Loss aversion Other

Why people do *not* volunteer

It is scary

It takes a lot to put myself out there and be vulnerable.

I have the wrong disposition

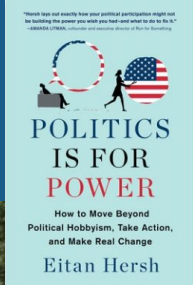
It is a bigger ask since it is against my nature.

I'm more moderate

A lot of groups are ideological and I feel out of place.

I'm new

I don't feel connected to Democrats in my area.



Why people do *not* volunteer

It is scary

It takes a lot to put myself out there and be vulnerable.

I have the wrong disposition

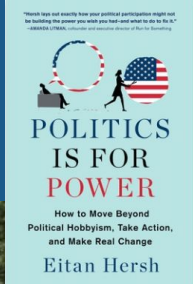
It is a bigger ask since it is against my nature.

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I don't feel connected to Democrats in my area.



Be prepared to:

- Validate their feelings
- Share how you push yourself through the discomfort
- Talk about why you volunteer
- Have an easy way they can show up and take part



Grow your understanding for:

People who do not vote

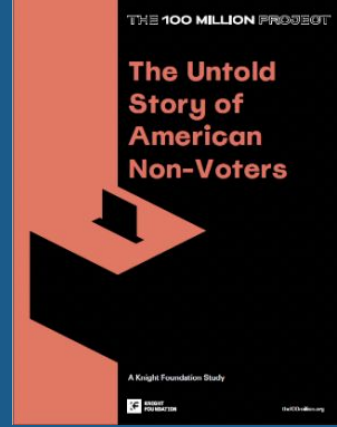
Infrequent voters for
persuasion

NON VOTER

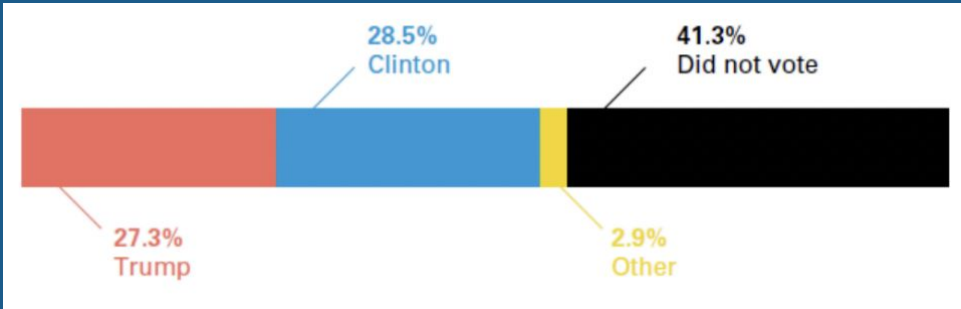
**LIKELY
SUPPORTER**

The biggest voting block
that does not vote for Democrats
is not Republicans.

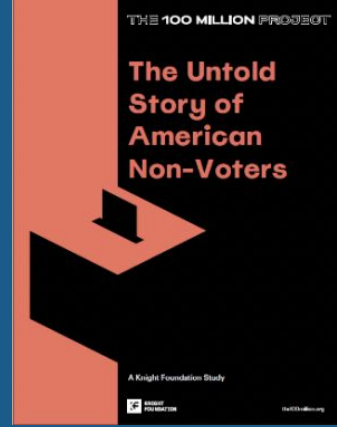
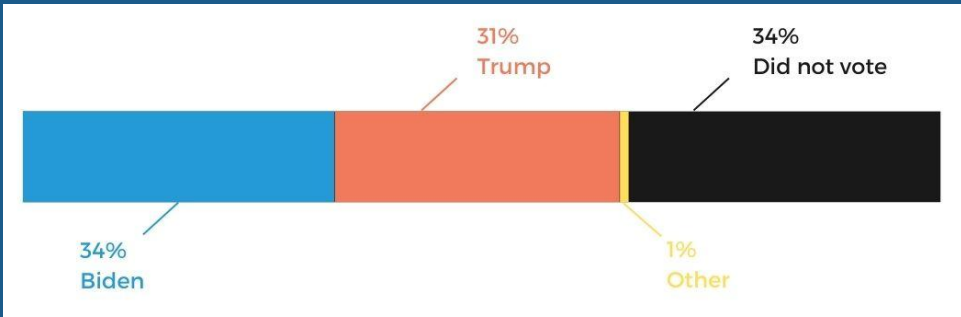
It is non-voters.



In 2016- Non-voters were the largest voting block.

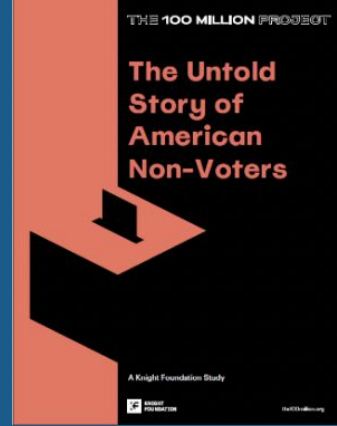


In 2020- Non-voters were the 2nd largest voting block.



Who are non-voters?

%	Type	Description	Most common reasons they don't vote
21%	Established Progressives	Slightly older 50% with college degree Very likely working full time	They do not like the candidates. Lack of faith in the system.
20%	Left-leaning moderates	Younger Racially diverse Likely working full time	See voting as difficult. Do not feel politics matters.
17%	Indifferent	Mostly female Has children at home Media diet is more entertainment	Not enough information about the candidates. Feel it takes a lot of time to be informed on politics, do not prioritize it.



Reasons people do not vote

The system doesn't work for me

I don't feel that elections represent the will of the people.
I do not know or like any of the candidates.

Politics does not matter to me

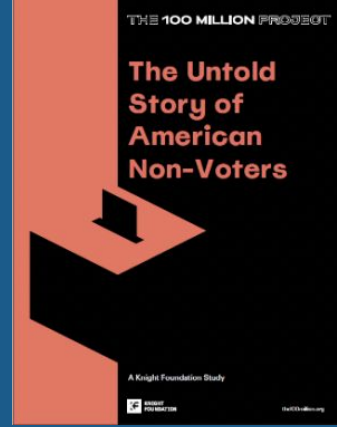
Politics does not have a big impact on my life.

I feel under-informed

84% I don't really follow politics.

58% I just bump into news or I hear it from others.

74% I think voting is hard.



Reasons people do not vote

The system doesn't work for me

I don't feel that elections represent the will of the people.
I do not know or like any of the candidates.

Politics does not matter to me

Politics does not have a big impact on my life.

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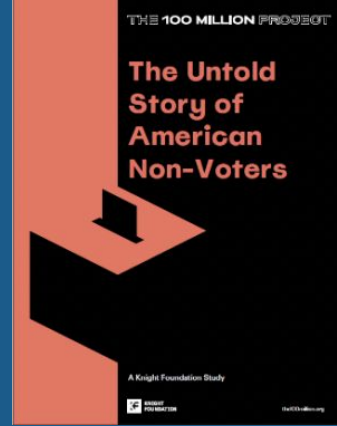
84% I don't really follow politics.

58% I just bump into news or I hear it from others.

74% I think voting is hard.

Be prepared to:

- Validate their feelings
- Stick to the issues, talk about it on personal terms
- Connect candidates to issues and provide information on how to vote



Grow your understanding for:

People who vote for either party

Swing voters for
persuasion

POTENTIAL VOTER

POTENTIAL
SUPPORTER

There are two moral systems in the US- Conservative and Progressive.

Progressive

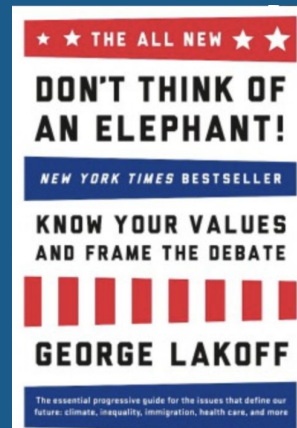
- Nurturing
- Care about everyone
- Morality comes from taking care of others

Conservative

- Strict hierarchy
- Care about people in in-group
- Morality comes from discipline

Note- these are pure models, most people are a mix of both

The moral system you were raised with has wired your brain. **We each experience facts, logic, and morality differently.**



Be prepared to use Common Language

Choose words that can be understood by everyone.

YOU CANNOT USE

FACTS

LOGIC

MORALITY

YOU CAN USE

YOUR VALUES

YOUR STORY

**EMPATHY FOR
PEOPLE YOU KNOW**

★ ★ THE ALL NEW ★ ★

**DON'T THINK OF
AN ELEPHANT!**

NEW YORK TIMES BESTSELLER

**KNOW YOUR VALUES
AND FRAME THE DEBATE**



GEORGE LAKOFF

The essential progressive guide for the issues that define our future: climate, inequality, immigration, health care, and more

Be prepare to use Common Language

Grace	Fun	Integrity	Teamwork	Leadership
Patience	Fame	Finesse	Career	Renewal
Forgiveness	Justice	Love	Communication	Home
Self-Respect	Appreciation	Openness	Learning	Contentment
Abundance	Willingness	Religion	Excellence	Friendship
Reciprocity	Fun	Order	Innovation	Courage
Enjoyment	Fame	Advancement	Quality	Balance
Entrepreneurial	Justice	Respect	Commonality	Compassion
Happiness	Appreciation	Joy	Contributing	Fitness
Harmony	Willingness	Forgiveness	Spiritualism	Professionalism
Peace	Family	Excitement	Strength	Facilitation
Relationship	Freedom	Goodness	Entertain	Effectiveness
Knowledge	Security	Involvement	Wealth	Diversity
Patience	Loyalty	Faith	Power	Generosity
Change	Intelligence	Wisdom	Affection	Adventure
Prosperity	Connection	Beauty	Cooperation	Kindness
Wellness	Creativity	Caring	Encouragement	Clarity
Finances	Humanity	Personal Development	Endurance	Humor
Gratitude	Success	Honesty	Respect	Invention

Say the words of what you value and get them to nod along.
(Avoid words and names you do not value.)

Anatomy of a dialogue

1



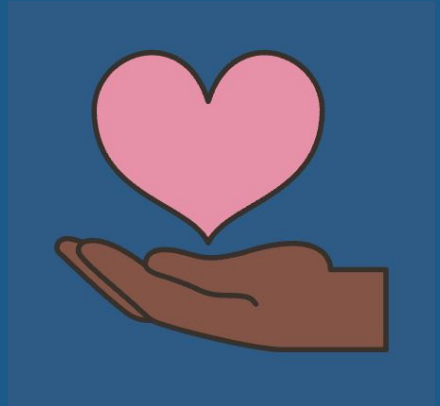
Asking people how they feel and actively listening.

2



Making a connection and sharing your story.

3



Providing information and asking them to join you.

The best way to be heard
and to connect
is to first
actively listen.

Conversation Style

Discussion

Debate

Dialogue

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

Do not assume. Make them say it!

Focus on listening

The person you are talking to wants to be heard and understood. They want to be respected and valued for who they are.

Give that to them.

Want to understand more than you want to be understood.

A respected and heard person will open up and be vulnerable, they will share who they really are. In that moment, when you share they will listen.

Open with a question

I'm really excited about this upcoming election. What issues are important to you right now?



Open with a question

I'm really excited about this upcoming election. What issues are important to you right now?

No matter what they say, smile and be curious, make them talk about themselves.

We are all in a complicated relationship with ourselves.
Let's use that to help others figure things out.

Open with a question

I'm really excited about this upcoming election. What are your thoughts on who you are going to vote for?

No matter what they say, smile and be curious, make them talk about themselves.

I understand. I'd like to know about you, can you share something that is going on that you like or don't like?

Active listening

AVOID DISTRACTION

Set your intention to listening.

No daydreaming or multi-tasking.

Remove things that might keep you from paying attention.

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.

Active listening

EXPRESS YOUR ATTENTION

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

USE DOOR OPENERS

Keep them engaged and talking
“Tell me more”
“That’s interesting”

REFLECT, PARAPHRASE OR CLARIFY

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

Active listening

DO NOT ARGUE

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

SHOW EMPATHY FOR THEIR FEELINGS

“I am hearing you say that you are frustrated because _____”

LOOK FOR COMMON GROUND

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

Make a connection

I feel _____*[say it!]*_____

because _____*[core value]*_____ is important to me

and _____*[share a story of a time you felt this core value]*_____

That is why I support _____*[group, candidate, campaign]*_____

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



Stay open to build trust

The root of trust is vulnerability.
And trust is reciprocal.

- Stay open to new ideas, be curious.
- Create space by asking a question.
- Give them time to respond, be okay with silence, count to ten.
- Show vulnerability by sharing feelings and experiences. Say when you do not know something.
- Use body language, open your arms, even if talking on the phone.



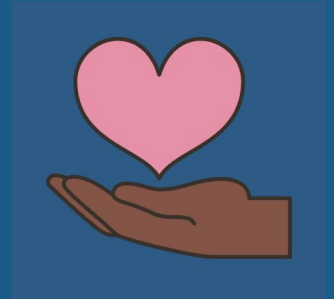
Offer a service

Show you are helpful and care in the moment.

"I DON'T KNOW, BUT LET'S LOOK IT UP."

"LET'S FIND YOUR POLLING LOCATION."

"WHO CAN YOU CALL TO SCHEDULE TO DRIVE YOU TO THE POLLS?"



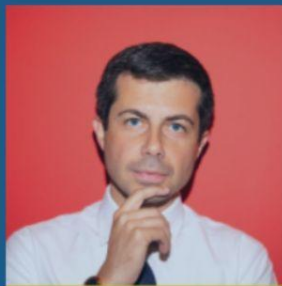
Make the ask

- A person is more likely to do something when they are personally asked to do it.
- Asking is showing that you respect their participation.
- Do not assume their answer, make them say it.
- Phrase the question so they give a response.



Maya Angelou

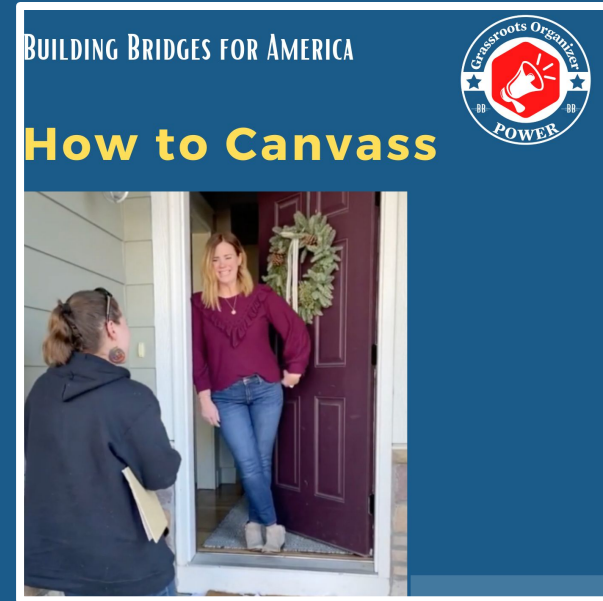
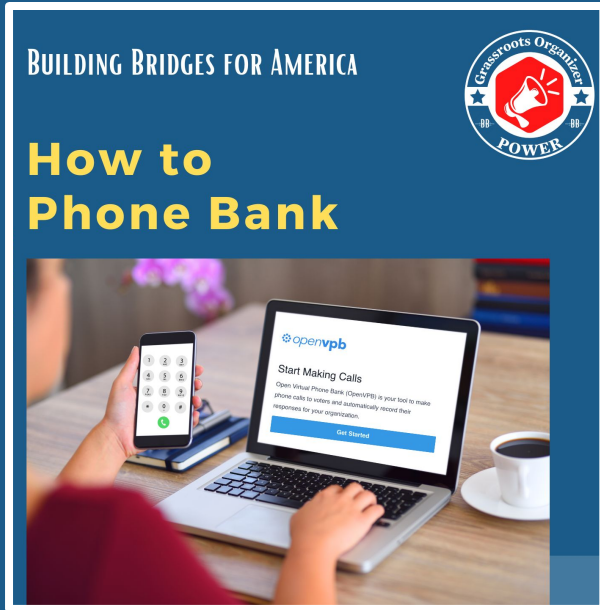
"PEOPLE WILL FORGET WHAT YOU SAID.
PEOPLE WILL FORGET WHAT YOU DID.
BUT PEOPLE WILL NEVER FORGET HOW
YOU MADE THEM FEEL."



Pete Buttigieg

"HOW PEOPLE FEEL ABOUT YOU IS LARGELY DRIVEN
BY HOW YOU MAKE THEM FEEL ABOUT THEMSELVES."

Step-by-Step How To's



Step-by-Step workbooks, slides, and video.
www.buildingbridgesforamerica.com

Workbook has activities

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

AN EFFECTIVE ORGANIZERS 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.

ACTIVE LISTENING

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

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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"

Practice

1

Open the door

You are volunteering for a candidate, Rep. Joe Neguse, and you are phone banking. The line answers and you say "Good afternoon, am I speaking to Ronald?"

"Yeah, who is this?"

"My name is _____, I am calling from _____ on behalf of US Representative Joe Neguse. Joe is running for re-election and I would like to know if I can count on your vote for Joe."

He says, "I heard he's one of those radical socialists."

Write your response:

"TELL ME MORE"

"I THINK I HAVE HEARD THAT BEFORE, BUT TELL ME WHAT IT MEANS TO YOU?"

Imagine Ronald eventually says, "I really do not know much about him."

You say, "That's okay, you're talking to me, and a few years ago I didn't know much about any of this. What is something that bugs you or is important to you?"

"I HEAR YOU."

"MMM HMMM"

Write out a possible response from Ronald that you disagree with:

"IT SOUNDS LIKE YOU ARE FRUSTRATED BECAUSE..."

Write your empathetic response:

"WHAT ABOUT THAT IS IMPORTANT TO YOU?"

Join us next Thursday!

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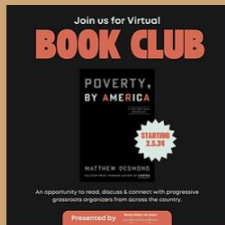
BUILDING BRIDGES FOR AMERICA

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Dive into the action as we meet online to read and discuss great books about political organizing. Join us weekly for inspiring talks with the authors and other leaders.

Our next book is "Poverty, By America" by Matthew Desmond.

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Book Club is reading "Poverty, By America" by Matthew Desmond.

Join us on Mondays!

We got your progressive political book recommendations covered!

Check out our previous Book Club books and videos.

- Run for Something, Amanda Litman
- Don't Think of an Elephant, George Lakoff
- UnTrumping America, Dan Pfeiffer
- Politics is for Power, Eitan Hersh
- Trust, Pete Buttigieg
- Our Time is Now, Stacey Abrams
- Kill Switch, Adam Jentleson
- Harvest the Vote, Jane Kleeb
- Merge Left, Ian Janey López
- The Sum of Us, Heather McGhee
- The Purpose of Power- Alicia Garza
- How We Win the Civil War, Steve Phillips
- A People's Future of the United States

Text to register voters NOW!



Join Building Bridges for America Action Fund and our partners Field Team 6 to text unregistered voters in key states.

Reach critical voters in Virginia, North Carolina, Texas and Georgia through Field Team 6's BYOP (Bring Your Own Phone) Text-Banking Program.

You use your own phone and go at your own speed. Sign up once and text all you like in 2024.

[GET STARTED HERE](#)

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We're just getting started in 2024!

This is an important year for Democracy. Want to know what you can do? Here are some opportunities to get started.



Text for Democracy!

Millions of US citizens are not registered to vote. Building Bridges for America is partnering with Field Team 6 to Text for Democracy in some of the most under-registered areas of Virginia, Georgia, North Carolina and Texas.

Join us! Sign up once and text whenever you like in 2024. [Use this link to learn more and get started.](#)



Free Online Trainings on Thursdays

We believe democracy is participation. And we believe participating in politics must be accessible. Trainings are free — join online from wherever you are!



Use the links below to sign up. Or you can browse the [Training page on our website](#). All trainings are 8:00 to 9:00 PM EST

[How to Be Politically Active](#)
Beginning January 11

[Civics 101 - The Basics They No Longer Teach in School](#)
Beginning January 18

[Pop the Disinformation Bubble](#)
Beginning January 25

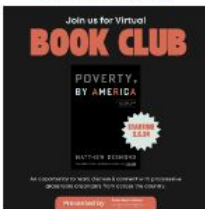
[Grassroots Organizing for Change](#)
Beginning February 1

Book Club - Mondays, Beginning February 5

Join us for a virtual book club journey that "gives us new ways of thinking about a morally urgent problem...helps us imagine solutions...calls on us all to become poverty abolitionists, engaged in a politics of collective belonging to usher in a new age of shared prosperity and, at last, true freedom."

We are reading *Poverty, By America* by Matthew Desmond
Mondays, beginning February 5
8:00 to 9:30 PM EST

[Sign up on Mobilize Here](#)
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