

WELCOME!

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



BUILDING BRIDGES FOR AMERICA

Conversations that Break Through



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

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

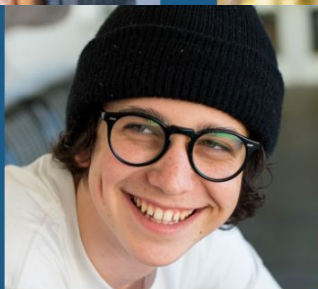
<https://www.buildingbridgesforamerica.com/courses/conversations-that-break-through>



Conversations that Break Through

Today we will cover dialogues between

You &



A Democratic Voter

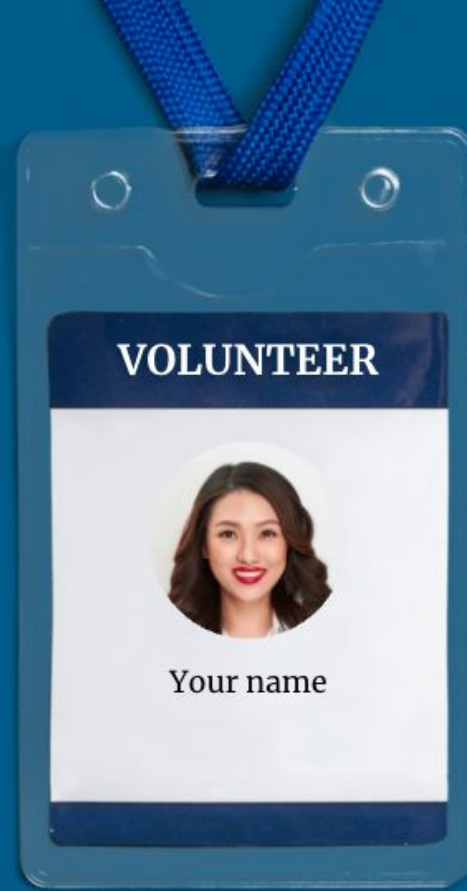
An infrequent voter

A swing voter

Permission granted

You are a messenger.

Your job is to talk
with voters!





Imagine

Your town has an awesome candidate who running to unseat an extremist MAGA Republican and bring power back to the people.



Imagine
You sign up to volunteer to canvass
and make phone calls.

Outline of a conversation

1. Identify the person you are speaking with.
2. Open ended question to get them to open up.
3. Actively listen. Find and say a connection.
4. Identify their category.
5. Walk them through their plan to vote.
6. Reinforce their identity as a voter and supporter.



“Wait! What do I say?”

First words- verify who you are speaking with

When you volunteer for a campaign you will likely have an app or a list saying who you are talking with.

Be friendly and identify them by name:

Hi, I am looking to talk with Brenda.

Would you happen to be Allen?



Then you identify yourself by name as a volunteer.

Second, open with a question

You say:

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

Does that still feel too strong?

Then make it less personal with
"What issue is on people's minds right now?"

Then follow up with, "And do you agree that's important?"



Second, open with a question

You say:

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

Your reaction, no matter what they say, smile and be curious:
Tell me more about that.

Your goal is to listen for something you have in common.

Me too.

I understand.

We are all in a complicated relationship with ourselves.
Give people time to figure out how they feel.

Third, 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?

Pull out your homework!



Get practice articulating why you care–



BUILDING BRIDGES FOR AMERICA
presents

How to Be Politically Active

BUILDING BRIDGES FOR AMERICA



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STEP BY STEP
COURSE WORKBOOK

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How to be
Politically Active

WATCH THE COURSE ON VIDEO



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



Get yourself familiar

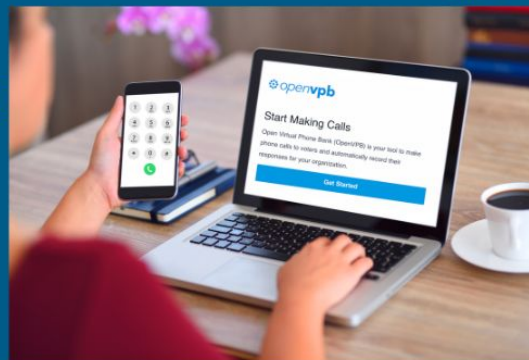
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How to Canvass



BUILDING BRIDGES FOR AMERICA

How to Phone Bank



Our guides walk you through step-by-step.
Our canvass video shows it in action.





Let's prepare you to talk to the three most likely types of voters.

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?



LIKELY VOTER

POTENTIAL VOTER

NON VOTER

**LIKELY
SUPPORTER**

**LIKELY
SUPPORTER**

**LIKELY
SUPPORTER**

LIKELY VOTER

POTENTIAL VOTER

NON VOTER

**POTENTIAL
SUPPORTER**

**POTENTIAL
SUPPORTER**

**POTENTIAL
SUPPORTER**

LIKELY VOTER

POTENTIAL VOTER

NON VOTER

**OPPONENT
SUPPORTER**

**OPPONENT
SUPPORTER**

**OPPONENT
SUPPORTER**

How likely are they to support a Democrat?



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
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.

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



Your goal for:

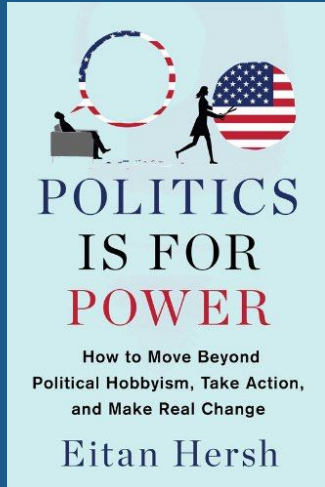
Known supporters for
recruitment

LIKELY VOTER
LIKELY
SUPPORTER

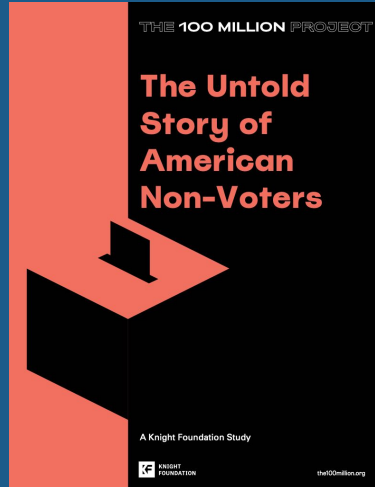


Ask them to do more than vote.

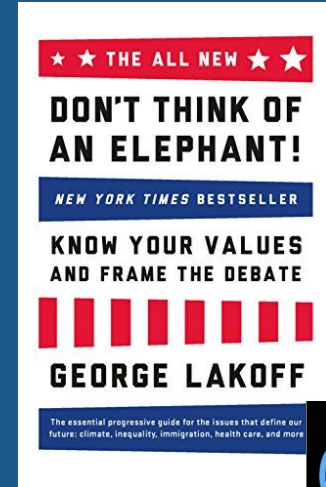
References:



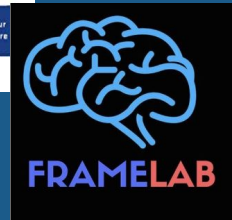
Talk with:
Strong Democrats who Vote
Purpose:
Recruit volunteers



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

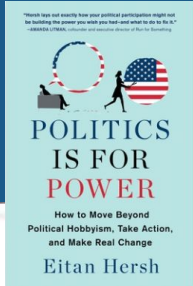
I'm an experienced volunteer and I help on campaigns all the time.

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

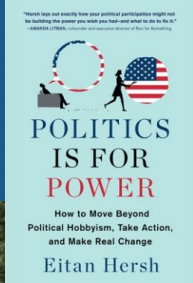
It is a bigger ask since it is against my nature.

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

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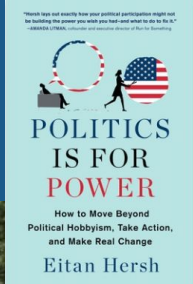
A lot of groups are ideological and I feel out of place.

I'm new

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

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
- Keep a list of names and track responses



Your goal for:

Infrequent voters for
persuasion

NON VOTER

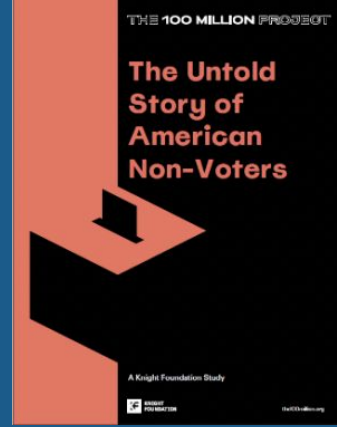
**LIKELY
SUPPORTER**



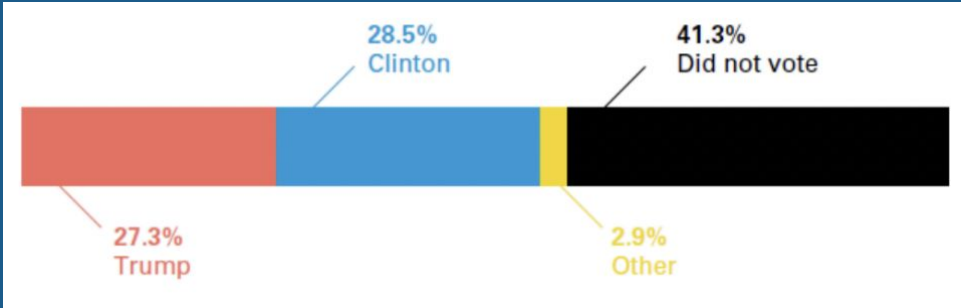
Help them to vote.

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

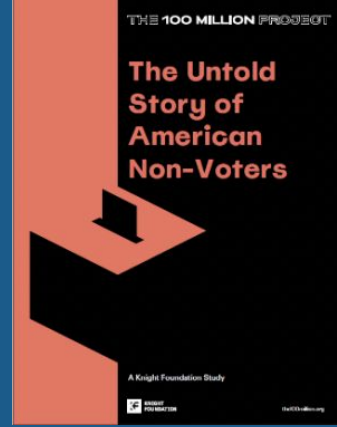
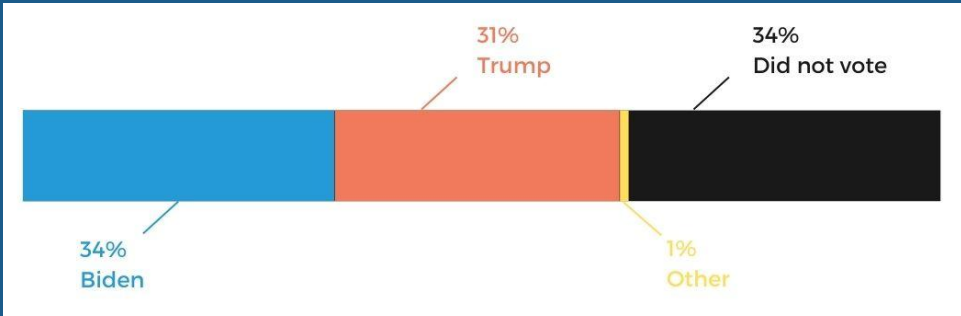
It is non-voters.



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

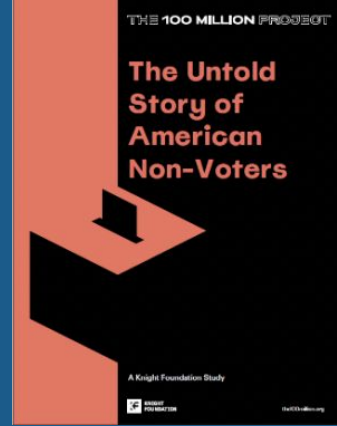


In 2020- Non-voters were the 2nd largest voting block.



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

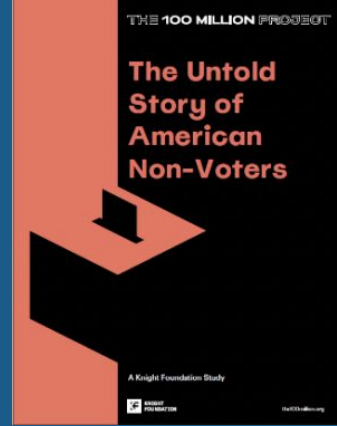
Politics does not have a big impact on my life.

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.

I feel under-informed

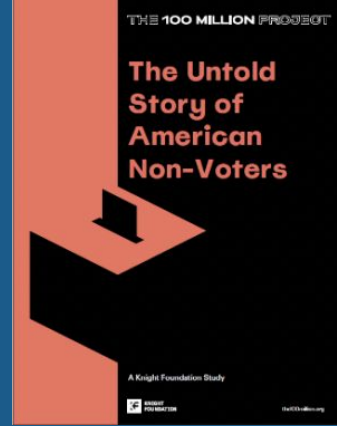
84% I don't really follow politics.

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

74% I think voting is hard.

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
- Keep a list of names and track responses



Your goal for:

Swing voters for persuasion

POTENTIAL VOTER

POTENTIAL
SUPPORTER



Persuade them to vote for Democrats.

Conversation Style

Discussion

Debate

Dialogue

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

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.

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

To connect
actively listen.

Get them talking first.



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?”

Help them decide

You say:

What's your gut tell you?

What do they hope to see happen over the next two years?

What are you worried about happening over the next two years?

Express:

Excitement, momentum, urgency.

Keep it personal:

Say their name, speak of their home, their family, their neighborhood.

Create contrast:

Change vs status quo, compromise vs extremism

Leave the door open

You do not have to convince every voter.

Walk away knowing that person is now open to considering your candidate.

You helped that voter feel heard.

You showed them a Democrat who is respectful, joyful, confident.

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?"



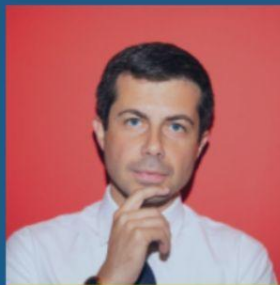
Make the ask

- 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

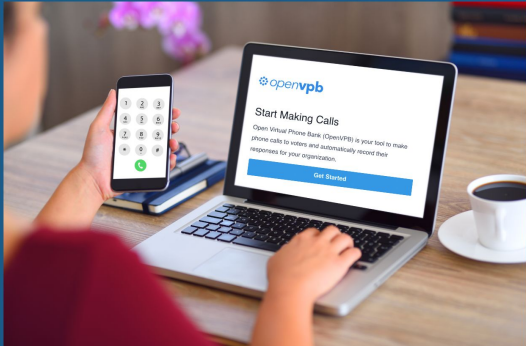
"HOW PEOPLE FEEL ABOUT YOU IS LARGELY DRIVEN
BY HOW YOU MAKE THEM FEEL ABOUT THEMSELVES."

Step-by-Step How To's

BUILDING BRIDGES FOR AMERICA




How to Phone Bank




The image shows a person's hands holding a smartphone with a dial pad and a laptop. The laptop screen displays the OpenVPB website with the heading "Start Making Calls" and a "Get Started" button. The text on the screen reads: "Open Virtual Phone Bank (OpenVPB) is your tool to make phone calls to voters and automatically record their responses for your organization."

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How to Canvass



The image shows a person in a dark hoodie standing outside a house, talking to a woman in a maroon top who is standing in a doorway. The woman is smiling and looking towards the person outside.

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

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

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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"

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..."

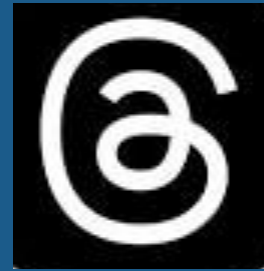
Write your empathetic response:

"WHAT ABOUT THAT IS IMPORTANT TO YOU?"

Learn more at
www.buildingbridgesforamerica.com

Thank you for joining us.

If you liked this presentation,
please take a moment before signing off to share it
with others.



@buildbridges4america