



BUILDING BRIDGES FOR AMERICA

Grassroots Organizing for Change

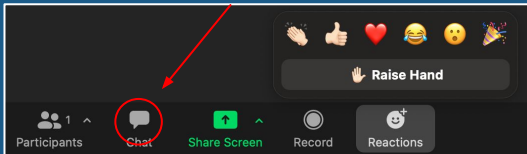
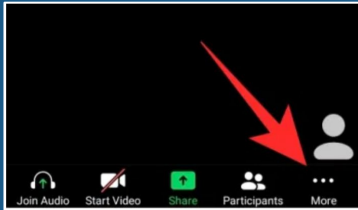
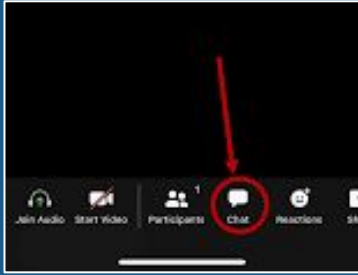
Start and grow a volunteer group that lasts.



Grassroots Organizing for Change

Jenny Okamoto, Caz Margenau, Terry Mumford
Building Bridges for America,
Leadership Development

Locate the chat feature.

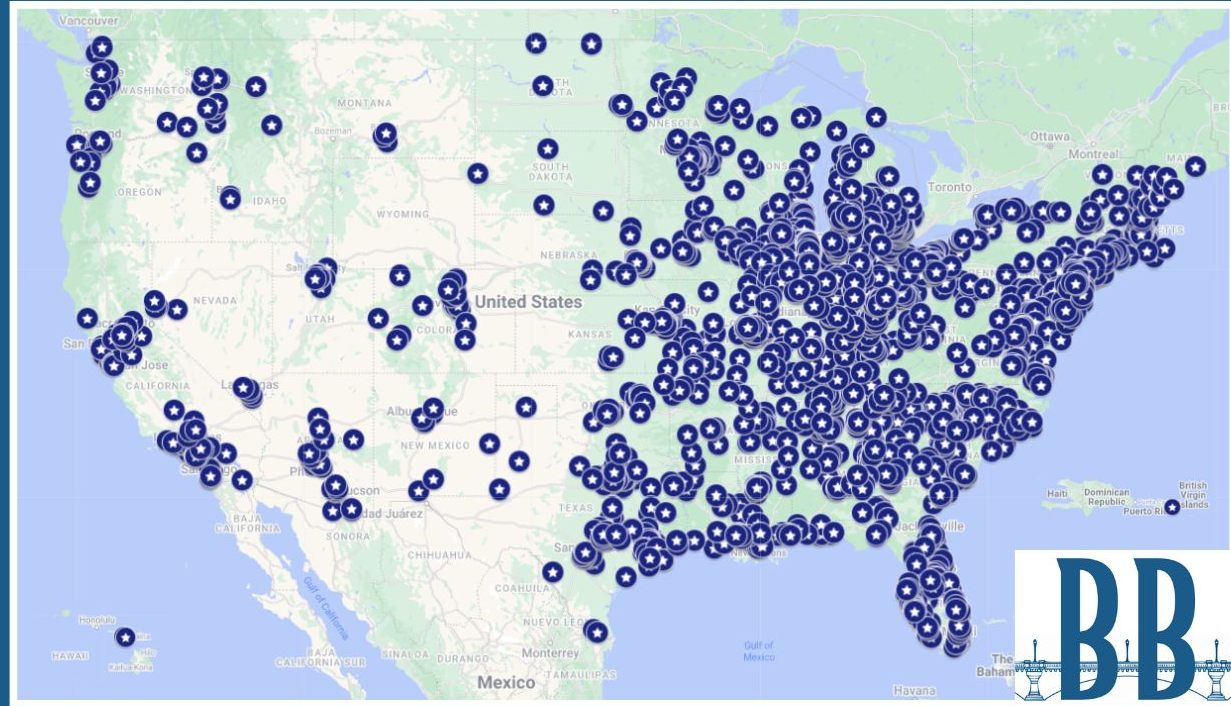


Say



hello in chat!

Where are you joining us from?



Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Please introduce yourself in the chat, where are you from, and what grassroots organizations you have worked with
- Enter questions and follow-up requests on the chat
- Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!

Agenda

- About Building Bridges
- What is grassroots organizing
- Why grassroots
- Keys to a successful grassroots organization
- Taking Action: Events
- Q & A





BUILDING BRIDGES FOR AMERICA



Supporting grassroots
organizers, candidates,
and causes.

[JOIN US](#)

www.buildingbridgesforamerica.com

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

Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

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





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

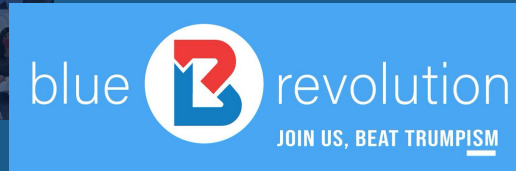
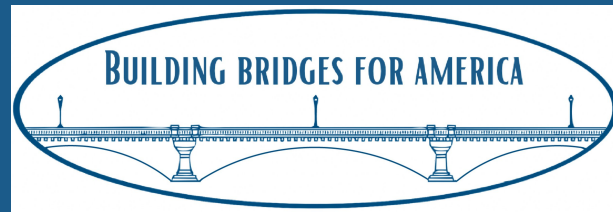
2024 Session III
Every Thursday
5/30 - 7/25 (skip 7/4)

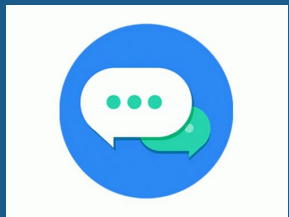
More to come!

What is grassroots
organizing?



Type in the chat some
grassroots organizations
you know?





List in the chat
some actions
that grassroots
organizations
can take.



Grassroots movements

- **Raise** awareness and support civil rights
- **Inform** voters on environmental issues
- **Inform** constituents on legislation and contacts
- **Support** refugees in the community
- **Support** candidates – federal, state, local
- **Protect** trans kids and their parents
- **Support** public education

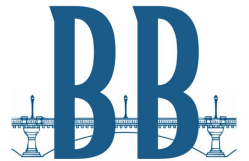
Change norms at the local level by using local power

A grassroots movement is one that uses the **people** in a given district, region, or community as the basis for a political or economic **movement**. Grassroots movements and organizations use collective action from the local level **to effect change** at the local, regional, national, or international level.

Source:

Grassroots - Wikipedia

[en.wikipedia.org > wiki > Grassroots](https://en.wikipedia.org/wiki/Grassroots)



Janis Foster defined the movement in her blog as "people who are drawn together by something that they have in common that has both personal and community consequences, and grant themselves the authority to solve the problem they are facing or create the future they desire." The movement may start with two or three people who canvas an area and speak out, gaining support from like-minded individuals.



Why does grassroots work?



A grassroots organization is powerful because it can:

- **Move** quickly
- **Harness** local power
- **Build** a volunteer base
- Harness personal networks and relationships to effect change - relational organizing





CAMPAIGNS



TOP

DOWN

BOTTOM

UP

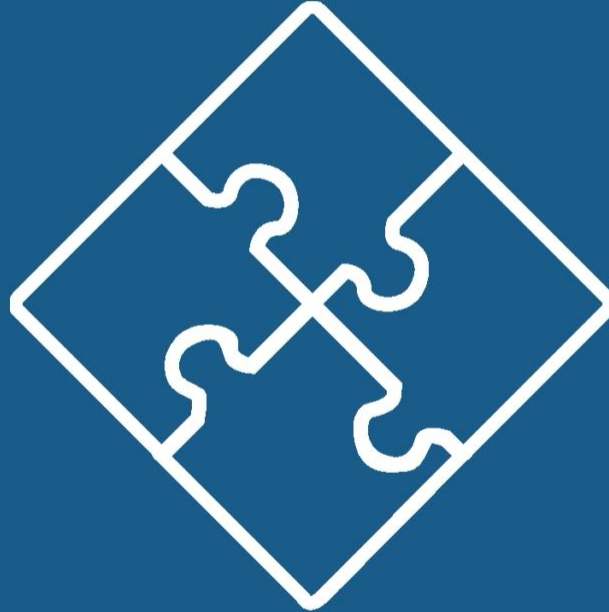


GRASSROOTS





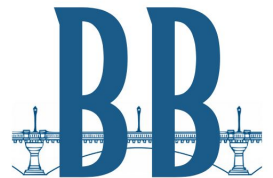
CAMPAIGNS



- Time
- Talent
- Treasure

- Volunteers
- Communication
- Visibility

GRASSROOTS



The Power of Relational Organizing



Relational Organizing is just building on existing relationships.

- Formal
- Informal

It's where most of us feel comfortable.





How many of you have
worked with a
campaign?

Phases of the Campaign



Tools to Organize!



**Organization Building
(Ongoing)**



**Voter Contact
("DVC")**



**Get Out The Vote
("GOTV")**

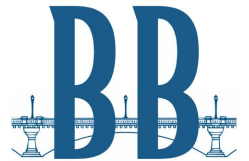
Who is a grassroots organizer?

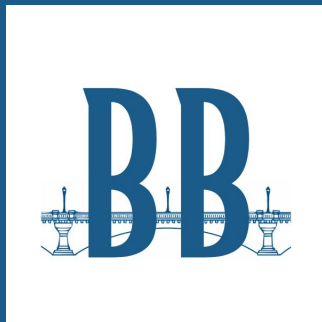


Everyone can be!

What's required?

- Passion
- Curiosity
- Desire to help others share their skills
- Organizational skills
- Support
- Ability to connect people and resources



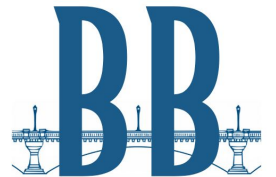


Keys to a Successful Grassroots Organization

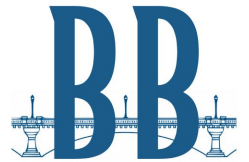
Check out our Step-by-Step Workbook

Starting Out

- Define
- Build your team
- Structure
- Mission, Value, Vision
- Communicate
- Brand

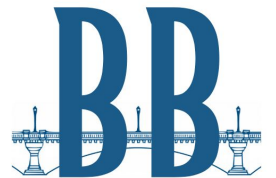


Define



Defining Your Organization

- Focus & Reach
- What do we want to accomplish?
- What makes us unique?



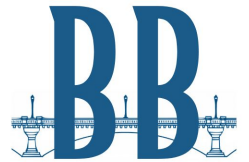
What are we?

- Based on geography, coalition?
- Your why? Story
- What do you want to fix?
- What does our group have to offer that is different?
- Intersectionality



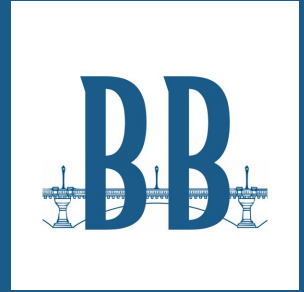


Build



Building Your Team

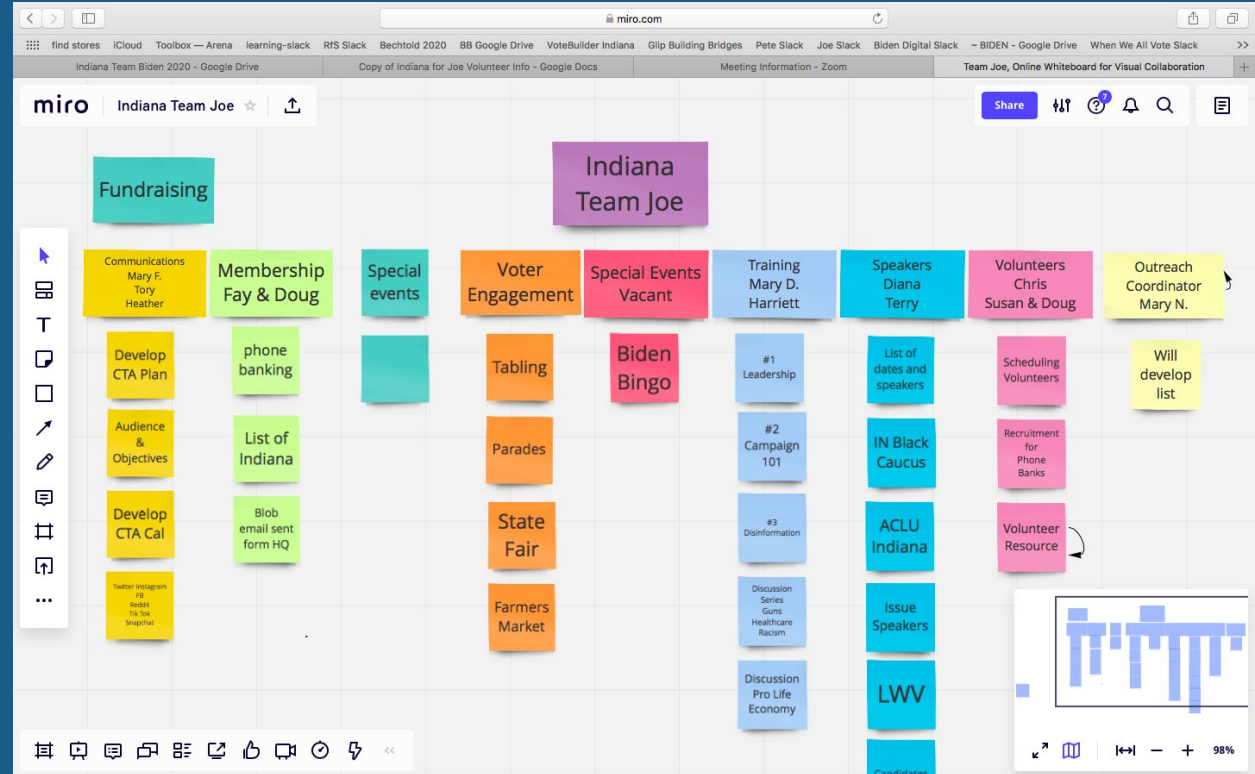
- Set-up a weekly event
 - Virtual
 - Updates from the Campaign/News
- Phone banking to recruit
 - Members
 - Volunteers
- House Parties
 - Relational organizing
- Set goals for recruitment, number, and date



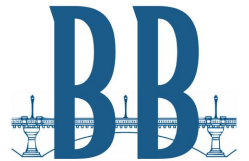
Steering Committee



- Communications
- Membership
- Voter Engagement
- Special Events
- Training
- Discussion Series
- Volunteers
- Outreach

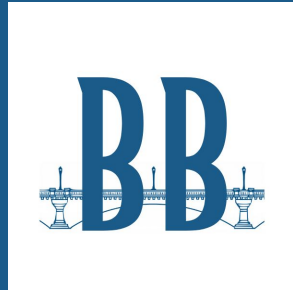


Structure

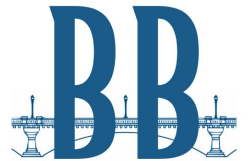


Structure

- Leadership, decision making
- How will you divide actions, team leaders
- Social media platforms, event hosting, candidates/issues.
- Periodic planning meetings (6 months)
- How will you communicate with the team?



Mission, Values, Vision





Respect
Belonging
Truth
Teamwork
Boldness
Responsibility
Substance
Discipline
Excellence
Joy

PETE



Respect
Compassion
Faith
Resilience
Empathy
Kindness
Humility
Joy
Inclusion
Dignity

BIDEN
PRESIDENT

No Malarkey!

BUILDING BRIDGES FOR AMERICA

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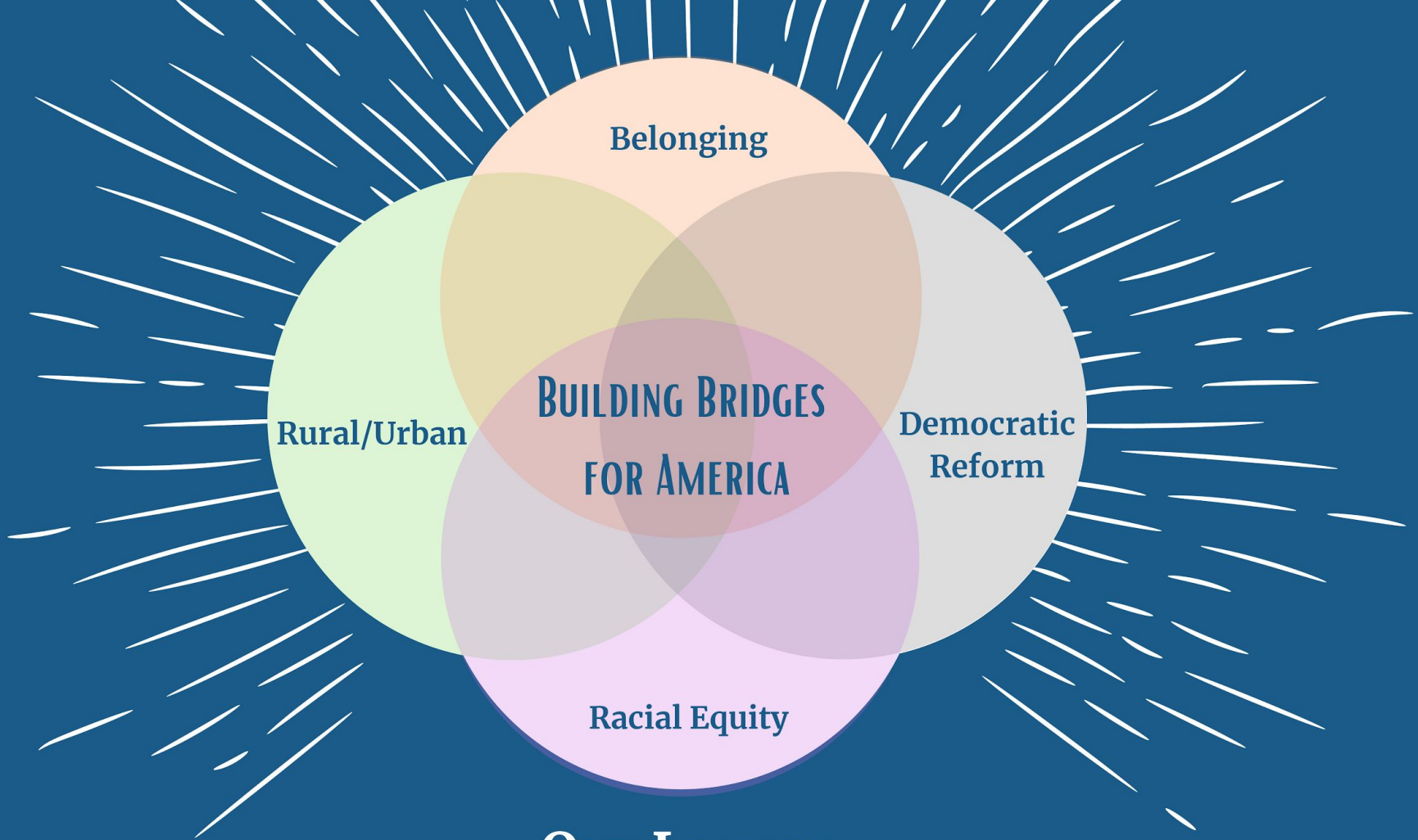
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Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy





Belonging

Rural/Urban

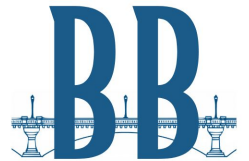
Democratic
Reform

Racial Equity

**BUILDING BRIDGES
FOR AMERICA**

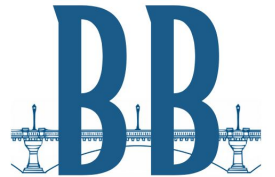
Our Lenses

Communicate



Good News!

**Many of the same tools campaigns
use are available for us to use
FOR FREE!**



General

- Communication tool
 - Public and private
- Message Boards
- Channels
- By invitation
- Alert when items are posted to assigned channels
- Project Management
- FREE



Slack is your virtual HQ. Meet the new features keeping teams connected in a work-from-anywhere world. [Let's go](#) →



Welcome back

Workspaces for jennyokamoto@mac.com



Building Bridges for America

 38 members

LAUNCH SLACK



Turn PA Blue

 1,107 members









LAUNCH SLACK





Movers & Shifters

 64 members

LAUNCH SLACK

- Building Bridges f... 
-  Threads
 -  All DMs
 -  Mentions & reactions
 -  Drafts 6
 -  Slack Connect NEW
 -  More
 - Channels
 - # bb-agenda-planning
 - # book-club
 - # bridges_local
 - # days-of-action
 - # digital-design-team
 - # facebook-graphics
 - # general
 - # graphicsrequests
 - # grassroots-organizing
 - # leadership-development
 - # made-to-save-project
 - # photo-album
 - # random
 - # socialmediarequests
 -  Unread mentions

Search Building Bridges for America 


general ▼ This is the one channel that will always include everyone!  50



+1 312 626 6799 US (Chicago)
 +1 669 900 6833 US (San José, CA)
 +1 253 215 8782 US (Tacoma)
 +1 346 248 7799 US (Houston)

Tuesday, September 14th ▼


Meeting ID: 899 4707 2690
 Find your local number: [https://us02web.zoom.us/u/kfz3CkcwF](https://us02web.zoom.us/j/81194983212)

Team BB4AM


 **Building Bridges**
Grassroots Organizing for Change
 Learn how to start a grassroots organization from the ground up. Get tips, tricks, tools, and resources. Each month we will focus on a new topic. (Not automatically expanded because 6 MB is too large. You can [expand it anyway](#) or [open it in a new window.](#)) ▶

 1 









Thursday, September 16th ▼

 **Jenny Okamoto** 7:44 PM
 Starting 8:00ET Say This, Not That <https://us02web.zoom.us/j/81194983212>

Saturday, September 25th ▼

 **Vanessa F** 8:00 PM
 Dem a palooza link starting in 1 minute
<https://us02web.zoom.us/j/89043276184>

Send a message to #general

 **B** *I*        Aa @ 😊 📎 ▶ ▼

Communicating Events

- Event Management Platform for Democrats
- Create events under BB's account
- Attendees register & receive reminders via email
- Custom messages
- Save data (contact information)
- Cross promotion
- Advanced features
- <https://join.mobilize.us/get-started>





Host an event

Menu

Take action with Building Bridges for America

Check out these ways to get involved!



Black community

Women

Education

More filters...

Closest events this week

[See more](#)

Online event



Organizing for Change Series: Grassroots Org for Change

Virtual Training Session for the Organizer & Activist
Every Second Tuesday 8pm - 9pm EST

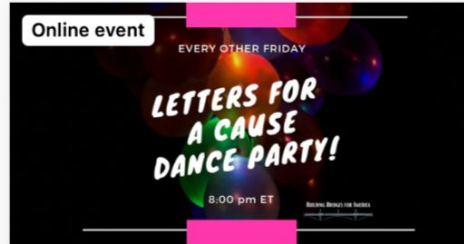
Register at www.buildingbridgesonline.com

Today, Jul 13 @ 8pm EDT + 5 more times

**Organizing for Change: Grassroots
Organizing for Change**

Virtual · Hosted from Carmel, IN

Online event



Letters for a Cause & Dance Party

Virtual · Hosted from Atlanta, GA

Fri, Jul 16 @ 8pm EDT + 5 more times

Letters for a Cause & Dance Party

Virtual · Hosted from Atlanta, GA

Online event



The Heartland Hangout

Virtual · Hosted from Overland Park, KS

Mon, Jul 19 @ 7:30pm CDT + 8 more times

The Heartland Hangout

Virtual · Hosted from Overland Park, KS

Online event



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Virtual · Ho

Sun, Jul 18

**Document
the Const**

Virtual · Ho

Hosting Events

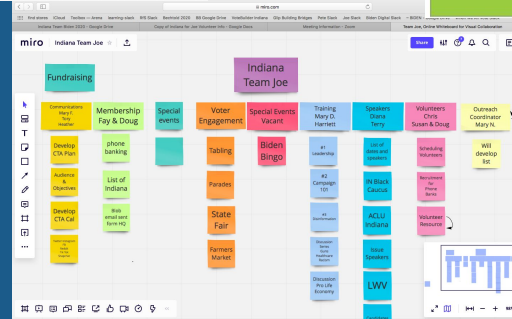
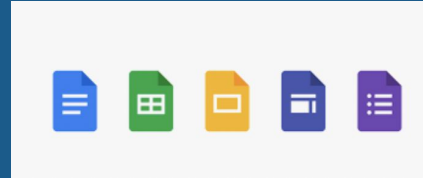


- Virtual Meeting Management
- Free meetings, time and are restrictions apply
- Breakout Rooms
- Chat, save the chat
- Record Meetings



More Tools to Organize

- Google Calendar
- Google Docs
- Next Door (app)
- Miro Boards
- X (Twitter)
 - Groups
- Wix- Website hosting and design
- FaceBook
 - Events & Groups



- Home
- Village of West Clay
- Vaccine Map
- Welcome Team 13
- Digest

Neighborhood

- Treat Map New
- Help Map
- Businesses
- Finds
- Local Deals
- Public Agencies
- Events
- Real Estate



Indiana for Joe Biden 2020



Invite

469 members

Get things started



Kick things off with a hello



Help neighbors find you



Promote you



Social Media Basics



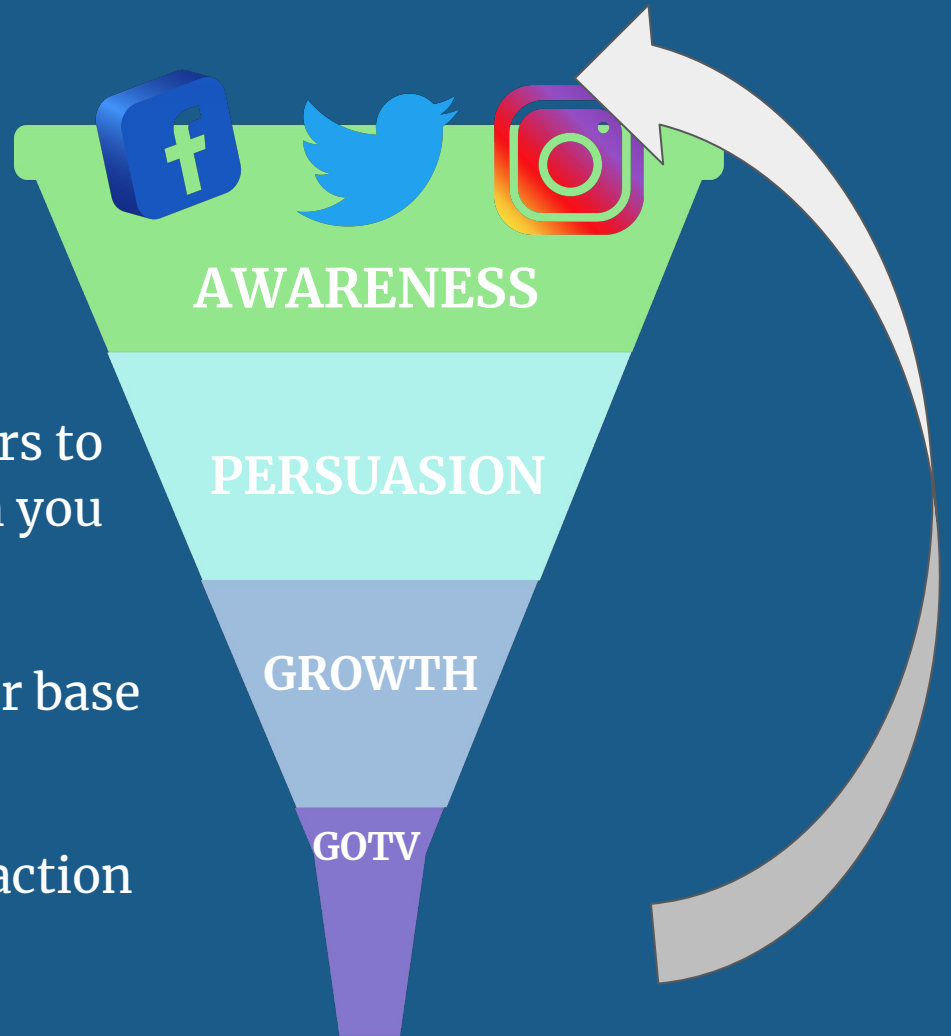
Social Media For Change

Engage & Inform

Convince new and undecided voters to support an issue—connect with you

Grow the supporter base

Time to take action



Credit Mary Noone, Chair Indiana WAM

Where Should I Post?



- **Facebook:** Two-thirds of U.S. adults use Facebook
 - 70% daily
 - Conversational sharing
 - 1/3 Americans get their news from Facebook



- **X (Formerly Twitter):** Young & middle age users
 - Only 16% over 50
 - Breaking news – Rapid Response



- **Instagram:**
 - 55% of users 18-29 years old
 - 11% 50-64 years old
 - Personal photos and stories
 - Short “shelf-life”
- **Frequency is key**

Is Your Page/Post Valuable?

Is your page a place to find reliable information? A safe place to express views? a go-to for opportunities to take action?

- Provide resources
 - Messaging
 - Volunteer opportunities
 - Meeting information, e.g., Town halls
- Build your reputation for being the “hub” for engagement – not only during an election.

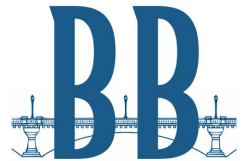


How to activate your members

Does your page motivate them into taking action and “turn out” to attend events, volunteer, even donate?

- Create an authentic voice – focus on your primary issues.
 - Keep your content positive and constructive
 - Have periodic (weekly/daily) posts for your members to share outside the group
- Share events from outside organizations.
- Follow-up after events
 - Encourage members to post photos of their activities
 - Who went? Who registered voters this weekend? Who wrote letters?

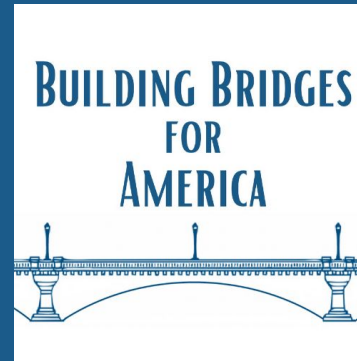
Branding



Branding



INDIANA FOR
BIDEN



Westchester for
BIDEN




★★★
SEPTEMBER 7, 2020

CALL TO ACTION!

It is time to step-up and take action

INDIANA FOR
BIDEN
BIDEN'S
Fair
Shot 4
Indiana



THURSDAY, SEPTEMBER 24, 8-9EST
Discussion Series: Racial Justice
Speakers: State Representative & IBLC Chair, Robin Shackelford
& State Representative Vanessa Summers

VOTE FORWARD



VIRTUAL CANVASSING WITH
INDIANA FOR **BIDEN**



TOGETHER WE WILL
RESTORE
THE SOUL OF
AMERICA

INDIANA FOR **BIDEN**
PRESENTS

HOW TO WRITE AN OP-ED

SIGN UP AT WWW.IN4BIDEN2020.COM

INDIANA FOR **BIDEN**



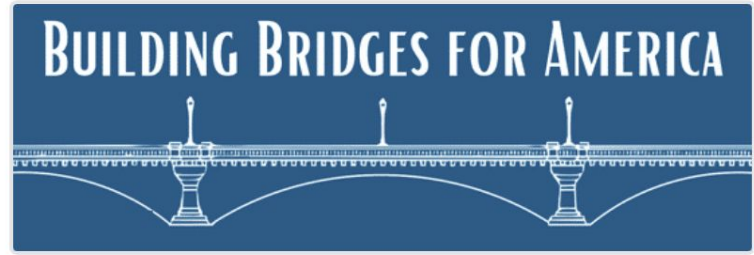
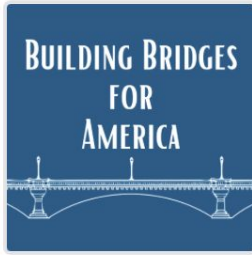
JOIN US ONLINE
HOW TO IDENTIFY & COMBAT
DISINFORMATION

Create a Brand

- Branding is Important
- Consistent
- Professional
- Share account and files, repost to SLACK
- Recommend paid account, \$15.00 per month
- Create graphics, can layer pictures to create unique designs and import files
- Everything hosted on Canva



Brand logos



Brand colors

Brand colors



Brand fonts

HEADINGS. BRIGHT. 31.5 

Subheadings, Merriweather, 18 

Body, Arimo, 12 

Uploaded fonts



Home

Templates ▾

Features ▾

Learn ▾

🔍 Search Canva



Create a design

BR

🏠 Recommended for you

🗂 All your designs

+👤 Shared with you

🏠 Brand Kit

📅 Content Planner

📄 Create a team

📁 All your folders

🗑 Trash

Design anything

Custom size



For you



Presentations



Social media



Video



Print products



Marketing



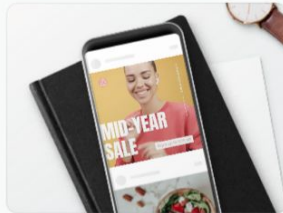
Office



More



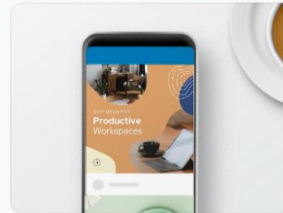
Presentation



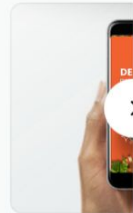
Instagram Post



Logo



LinkedIn Post



Instagram St

Your designs

Help ?

See all

Part II: Taking Action Events



The Ladder of Engagement for Volunteers



An event can accomplish a lot at one time:

- Inspire people into action
 - Volunteer?
 - Contribute?
 - Participate?
 - Vote
- Build Community
- Inform
- Provide visibility



Activities:
Tabling
Resource Sharing
Education
Signature Collection
Visibility
Phone Banks
Postcarding
Canvassing
Coordinated Campaigns

BE CREATIVE!



Create your event:

- Name
- Graphics
- Anticipated Attendance
 - Flake rate
- # of hosts, schedule volunteers, and confirm
- Promotion
- Materials (handouts, giveaways, signs)
- The Ask!

Don't forget your “why” and your goals – inspire action, build community, inform volunteers and your community



Event types

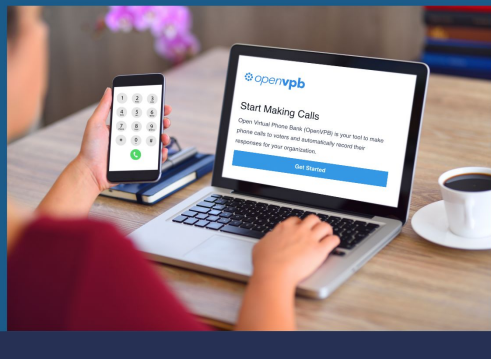
- Semi-private/private
 - House Party
 - Neighborhood Events
 - Fundraiser
- Public
 - Tabling (fairs, markets, shoppes, streets, rallies)
 - Parades (Memorial day, Fourth of July, Special Events)
 - Local Community Events (Festivals, Fairs, Town Halls)
 - Education: Workshops, Trainings
- Team Events (Days of Action)



**All of these events are perfect for recruiting team members*



How to Phone Bank



www.buildingbridgesforamerica.com/how-to-phone-bank



How to Canvass



www.buildingbridgesforamerica.com/how-to-canvass

The Audience

- Public—highly visible, outreach, educate
- Private—fundraiser, exclusive, behind the scenes, engagement

How will you reach that audience? Publicity, invitations?



Calendar



- Plan early, slots fill up quickly.
- Recommend 6 weeks to plan, promote and staff.
- Contact event managers early to reserve space.

Host an Event

CHECKLIST

Event Details

Title of Event _____

Date/Time _____

Location _____

Description

Goals

Target Audience _____

Contacts (name, role, email, phone)

Host _____

Venue _____

Campaign _____

Other _____

Logistics

- Do you have permission from the venue to host an event?
- Is the venue okay with you posting signs?
- Is there parking? What are the transit option?
- Do you have your check-in procedure?
- Is there an opportunity to meet the candidate or local leader?
- Do you have lit and merch and other event info for a table display?

Volunteer Roles Before the Event

ROLE	DEADLINE	DUTIES
Invites		Design invitations and develop a plan for email, social media, posting, etc... and get the invitations out
Logistic		Identify and confirm the location, get permission and venue contacts, have plan for parking, transit, food, etc...
Handouts		Obtain literature from the candidate or create your own
Photographer		Arrange to have photos taken at the event and a process for getting the photos to a social media team
Candidate Liaison		Contact to work with the campaign for the candidate or surrogate participation or other coordination
Volunteer Coordinator		Recruit volunteers to set up and work during the event and explain their roles
Emcee		Prepare the run of the show and run the event

Event Promotion

Tag lines

Accounts and links

- Create a Mobilize event
- Create a Facebook event
- Create other event (Meet Up, local events page)
- Send out email invites
- Post on the newsletter
- Post on social media- several days or weeks before the event
- Post on social media- days before the event
- Post on social media- day before the event
- Post on social media- day of the event
- Post photos on social media- During and after the event

Volunteer Roles During the Event

ROLE	DEADLINE	DUTIES
Set Up		Help set up the space and help set up the tables
Registration Table		Register guests and hand out name tags
Info Table		Be there for questions and pass out information
Photographer + Social Media		Take photos and get names to go with them to post during the event and after
Guest Liaisons		People at the registration table who can stay with a guest who arrives alone so they can be introduced to others. And minglers who talk about the candidate and get people to sign up.
Food and Drink Table		Keep things orderly and people happy and hand out brochures
Tear Down		Help tear down

Before, during and after...



- Social media posts,
- Have attendees repost and post their own messages,
- Have a graphics with #'s at the event,
- Send a event summary,
- Debrief with your organizers

Measuring Success

- Numbers:
 - # Attendees?
 - \$ raised?
 - # Sign-ups?
- Enthusiasm & Relationships:
 - Leads for more events?
 - Connections on issues?
 - More options?
- Lessons learned for the next event





Get organized and grow participation.



- What team actions look like ○
- Tools to Build Your Team ○
- Organizing Examples ○
- Know Your District ○
- Volunteer Roles ○
- Voter Registration ○
- How to Canvass ○
- How to Phone Bank ○
- Hosting a Friend Bank ○
- Hosting a Phone Bank ○
- Hosting a Text Bank ○
- Hosting Voter Registration ○
- In-Person Event Checklist ○
- Zoom User Guide ○

<https://www.buildingbridgesforamerica.com/team-resources>



The Best Practices Institute

The Best Practices Institute (BPI) is the shared training department of the Democratic National Committee (DNC) and the ASDC. The BPI delivers trainings to activists and volunteers, Party leaders and staff, students and youth organizers, candidates and campaign staff, constituency caucus members and community leaders, and so many more! Since its inaugural year in 2018, the BPI expanded the existing training department from four training programs to a robust department with 14 independent training programs, and counting! In 2019 alone, the BPI has already trained over 10,000 Party leaders and activists across the country and the world. Through this vast expansion of training programs, the new BPI is building and strengthening the Democratic Party infrastructure to ensure success for years to come.

Training portals

ACTIVISTS,
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Let's Discuss

