the kitchen cabinet

VOLUNTEER TRAINING

Events that Win Elections

Inspire more voters & volunteers: Be creative
Take charge
Have fun!

Grassroots Organizer
BB BB
TEAM

BUILDING BRIDGES FOR AMERICA

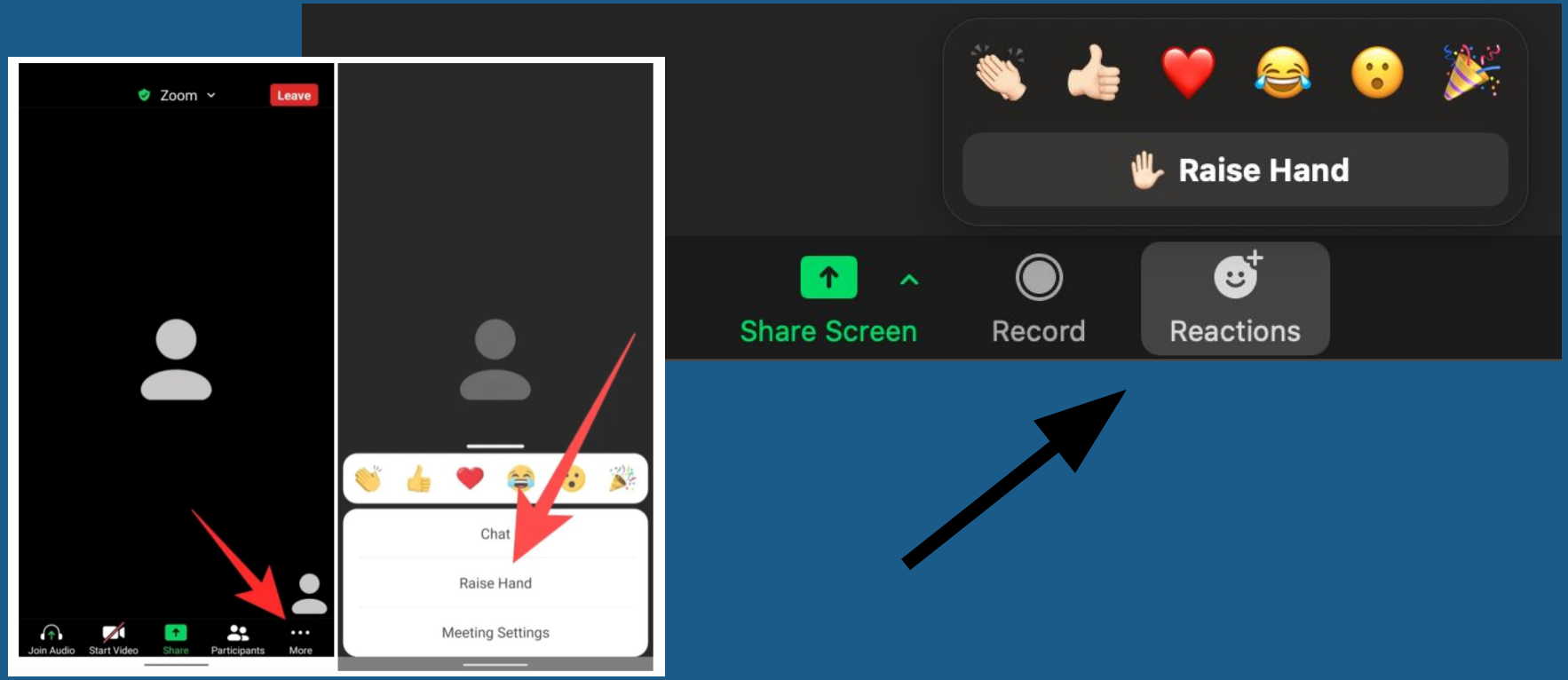
Events for Change

Create ways for people to volunteer.

Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Introduce yourself in the chat, where are you from
- Post questions and comments in the chat
    - We are building resources, please share with us throughout the presentation your advice on hosting great events
- There will be a Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!

Raising Hand on a Computer/Tablet



Caz Margenau

she/her

Volunteer work:
Building Bridges for America, Co-founder

South Bend, IN

Ace/Aro

Full time job:
Proposal Manager for aerospace

EMPOWERED HOOSIER WOMEN
EMPOWERING HOOSIER WOMEN

Grassroots organizing
North-Central Indiana 2nd District

JOIN US IN THE KITCHEN CABINET

Email Laura to get connected:

kitchencabinetcd2@gmail.com

the kitchen cabinet

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.

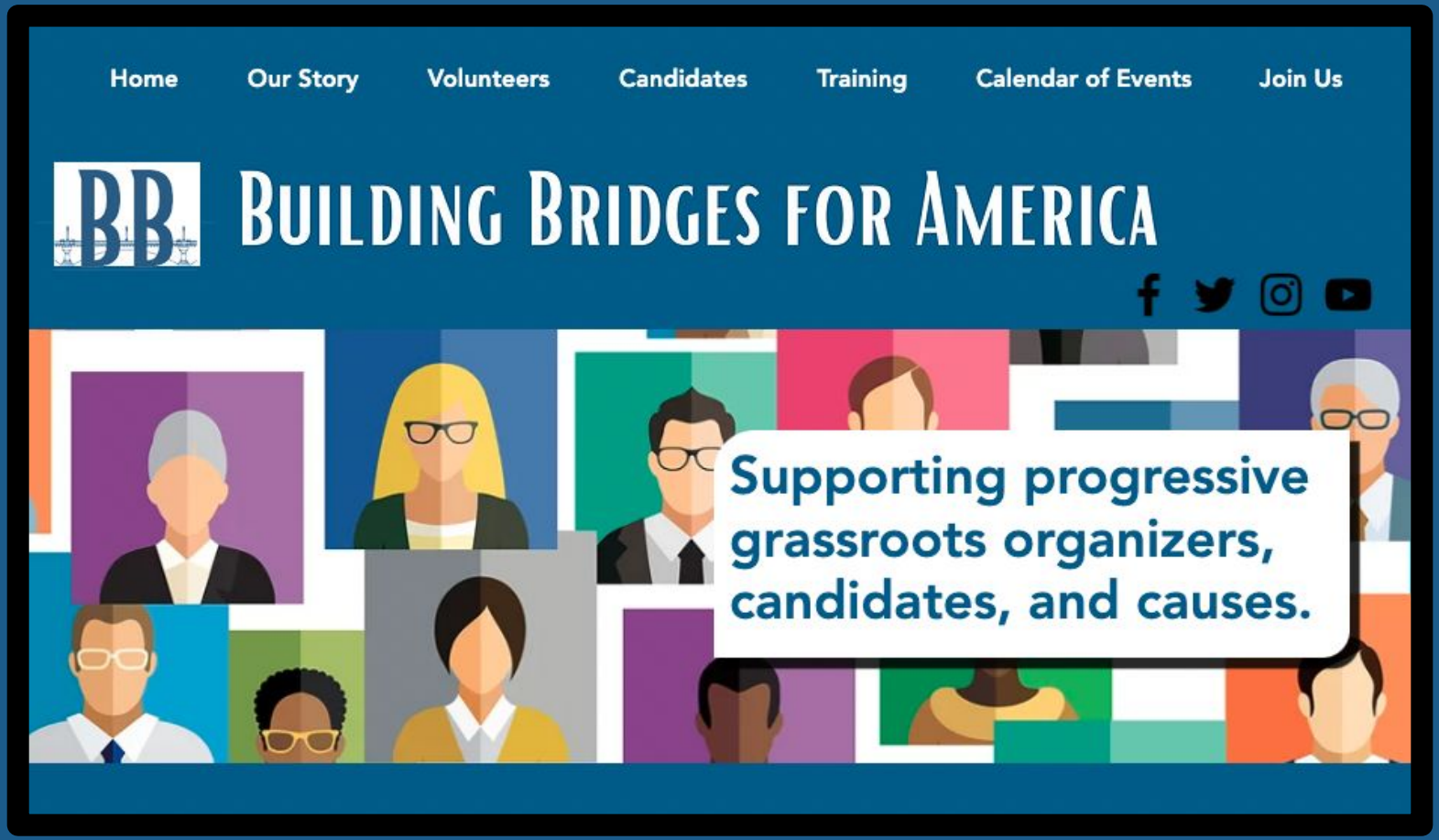
We are committed to the development of a broad and inclusive coalition.

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



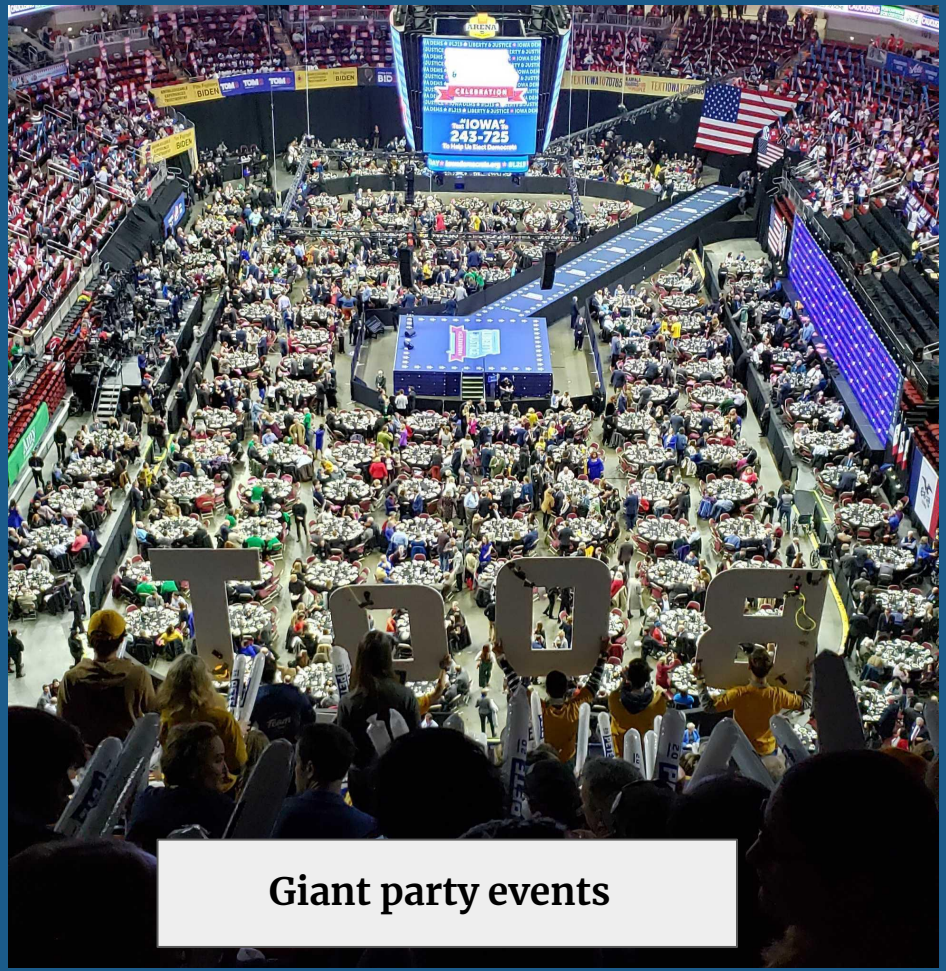
www.buildingbridgesforamerica.com

Events for Change: Before We Get Started

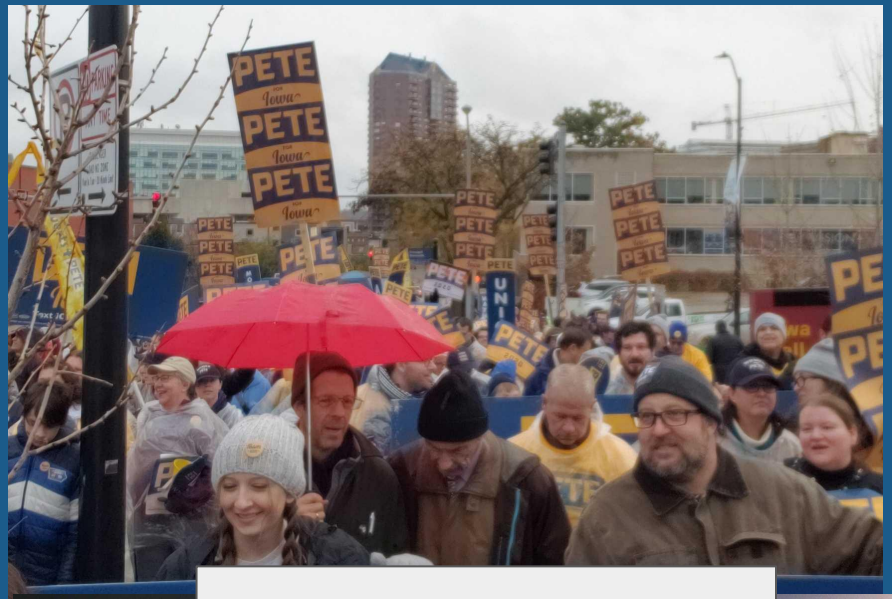
Close your eyes.

Picture a political organizing event.

What do you see?



Giant party events



Campaign Rallies

Big fundraisers

House Parties

Meet Up Events

Clipboarding

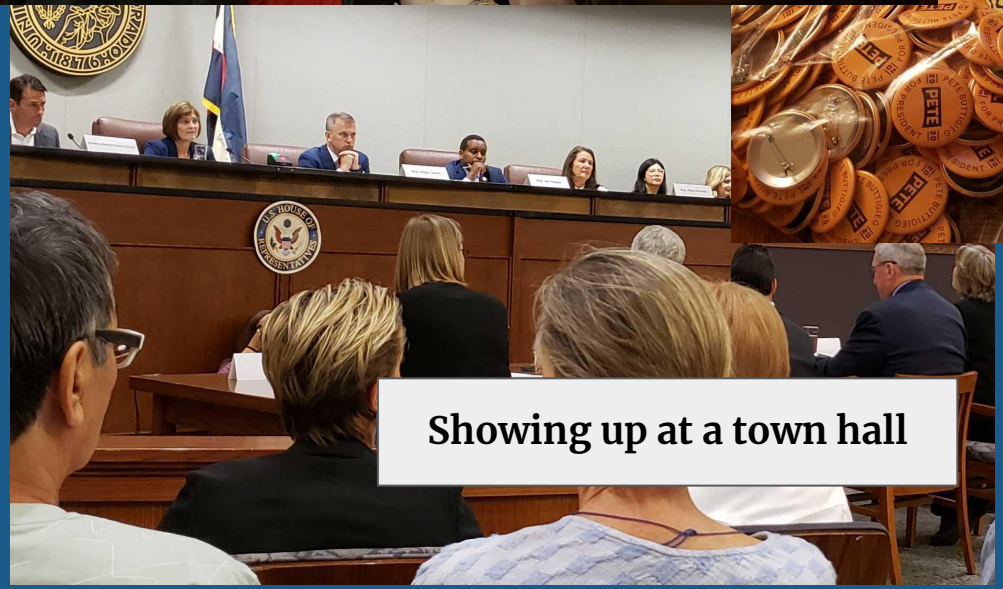
Door Knocking

Phone Banking

Lit Dropping

Community Round Table

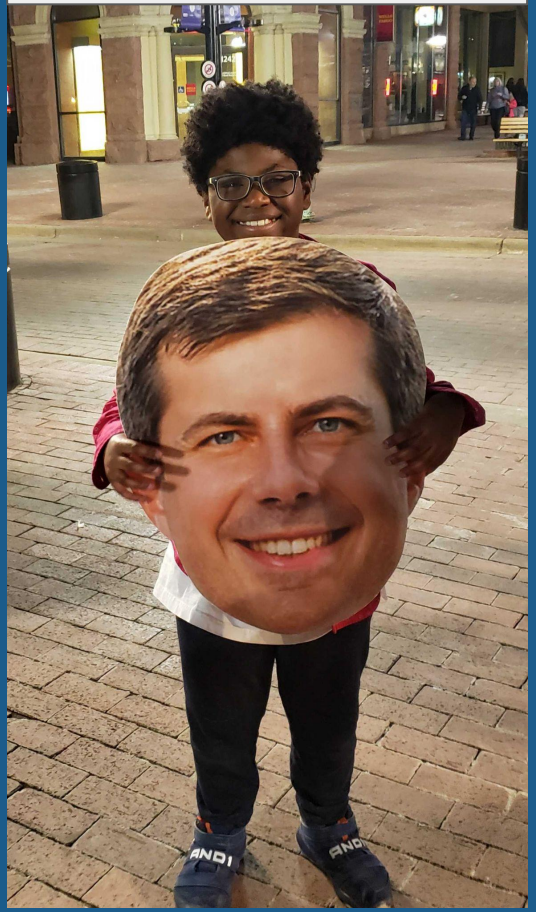
Tabling at an community event



Showing up at a town hall

Training volunteers

Going around town with a giant photo of your candidate's face so people can instragram themselves with it.



Joining the town's crazy bike parade.

Having a blast!

When you think

political organizing event

we ask you to think:

Enthusiasm

Relationships

Conversations

FUN

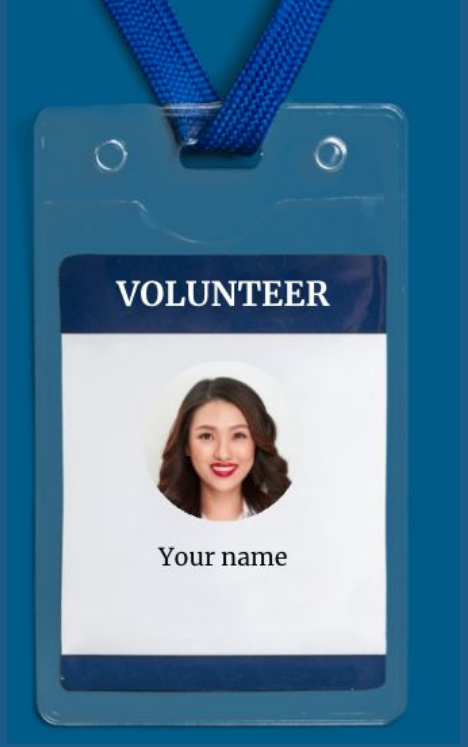
Agenda

- Why Grassroots Events?
- Getting Started
- Building Your Event
- Tools
- Success!
- Resources
- Q & A

Permission granted

You are an organizer.

Go host an event.



Do not wait for a campaign to invite you. Tell the campaign you are doing an event.

Why Grassroots Events?

- Move quickly
- Harness local power
- Build a volunteer base
- Relational Organizing

Campaigns

TOP

DOWN

BOTTOM

UP

Grassroots

Phases of the Campaign

Organization Building (Ongoing)	Voter Contact (“DVC”)	Get Out The Vote (“GOTV”)

Organization Building (Ongoing)	Voter Contact (“DVC”)	Get Out The Vote (“GOTV”)

Direct Voter Contact

Grassroots
Conversation
Your notes

Campaign
Conversation
An App

Campaigns run on data!

Your objective:

- Direct Voter Contact
- Recruit volunteers & donors

Your objective:

- Direct Voter Contact
- Recruit volunteers & donors
- Connect the community
- Inform
- Inspire hope

Your objective:

- Direct Voter Contact
- Recruit volunteers & donors
- Connect the community
- Inform
- Inspire hope

"You have to give them hope. Hope for a better world, hope for a better tomorrow, hope for a better place to come to if the pressures at home are too great. Hope that all will be all right."

– Harvey Milk

Events for Change: Getting Started

Your Audience

- Public-Highly visible outreach event
- Priate invitation-Fundraiser, house party
- In person
- On Zoom
- Volunteers- Shifts and tasks

Event types

- 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
- Priviate or Semi-Private
  - House Party
  - Neighborhood Events
  - Fundraiser
- Team Events
  - Service Days (parks, food pantries, schools)
  - Phone & Text Banking
  - Canvassing
  - Postcard & Letter Writing

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

BE CREATIVE!!
TIENDA MORELOS
PARA NUESTRAS FAMILIAS
BIDEN
HARRIS
PARA NIET
MAKE YOUR PROTEST SIGN
Jessica McClellan
for State Treasurer
1953
1978
1980
2012
BOOT EDGE
GAME STATION
REFUSE TO BE SILENCED
JOIN THE RESISTANCE
MAYOR PETE
FOR PRESIDENT
20 PETE 20
WELLS FARGO

PAUL FOR ALL ★ Brand Guide

Fonts:

PAUL FOR ALL

Paul Steury, Congress

Respect for People, Planet and Profit

MONTSERRAT BOLD (tracking = -20)

Caviar Dreams (tracking = -10)

Montserrat Italic (tracking = -20)

Palette

Primary

CMYK: C - 91 M - 52 Y - 0 K - 46	**CMYK:** C - 0 M - 12 Y - 81 K - 16	**CMYK:** C - 0 M - 0 Y - 0 K - 0
RGB: R - 12 G - 66 B - 138	**RGB:** R - 214 G - 189 B - 41	**RGB:** R - 255 G - 255 B - 255
# 0C428A	**# D6BD29**	**# FFFFFF**

Secondary

CMYK: C - 0 M - 86 Y - 96 K - 46	**CMYK:** C - 21 M - 0 Y - 60 K - 47	**CMYK:** C - 0 M - 77 Y - 86 K - 16	**CMYK:** C - 96 M - 55 Y - 0 K - 16
RGB: R - 138 G - 19 B - 6	**RGB:** R - 108 G - 136 B - 55	**RGB:** R - 214 G - 49 B - 30	**RGB:** R - 9 G - 97 B - 214
# 8A1306	**# 6C8837**	**# D6311E**	**# 0961D6**

Logo

English

Spanish

Secondary colors can be used for accents or as logo backgrounds for specific issues. Examples below:

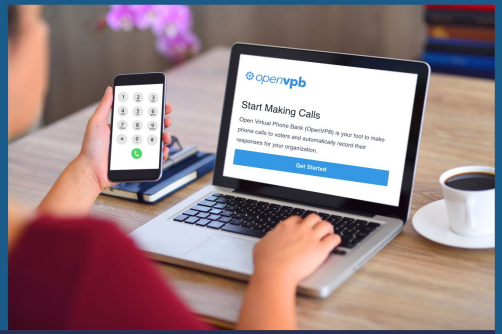
Rules of the Road

Guidance

Goals and Objectives

Building Bridges for America

How to Phone Bank



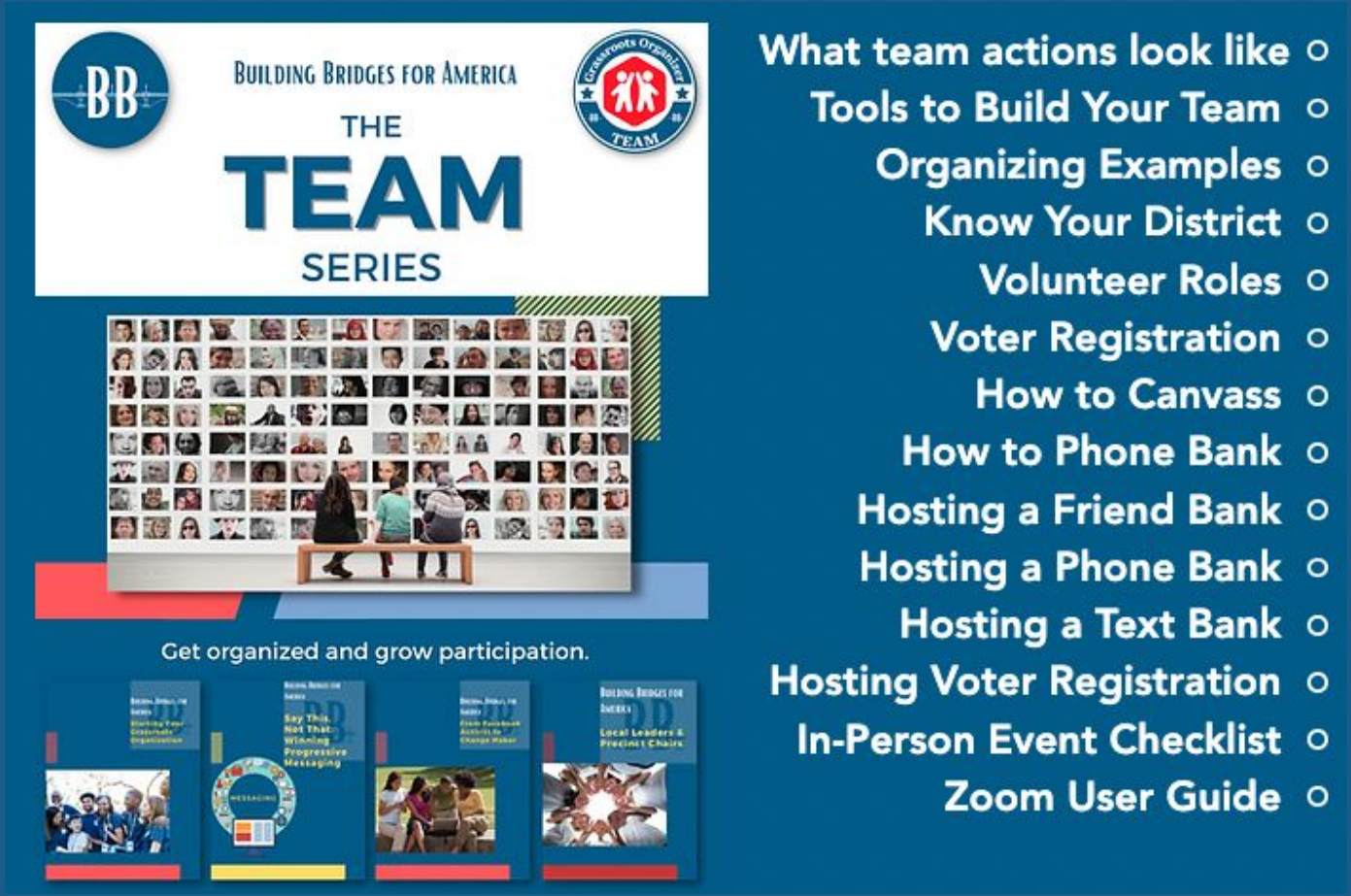
www.buildingbridgesforamerica.com/how-to-phone-bank

Building Bridges for America

How to Canvass

www.buildingbridgesforamerica.com/how-to-canvass

Events for Change: Building Your Event



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

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
Logitistic		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

- Share your “why”, your enthusiasm, your commitment
  - Have others share theirs
- Campaign/Issue Update/Guests
- Training on a specific skill
- An Ask!
- CALL TO ACTION!!
- Have next event scheduled

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

Good News!

Many of the same tools campaigns use are available for us to use

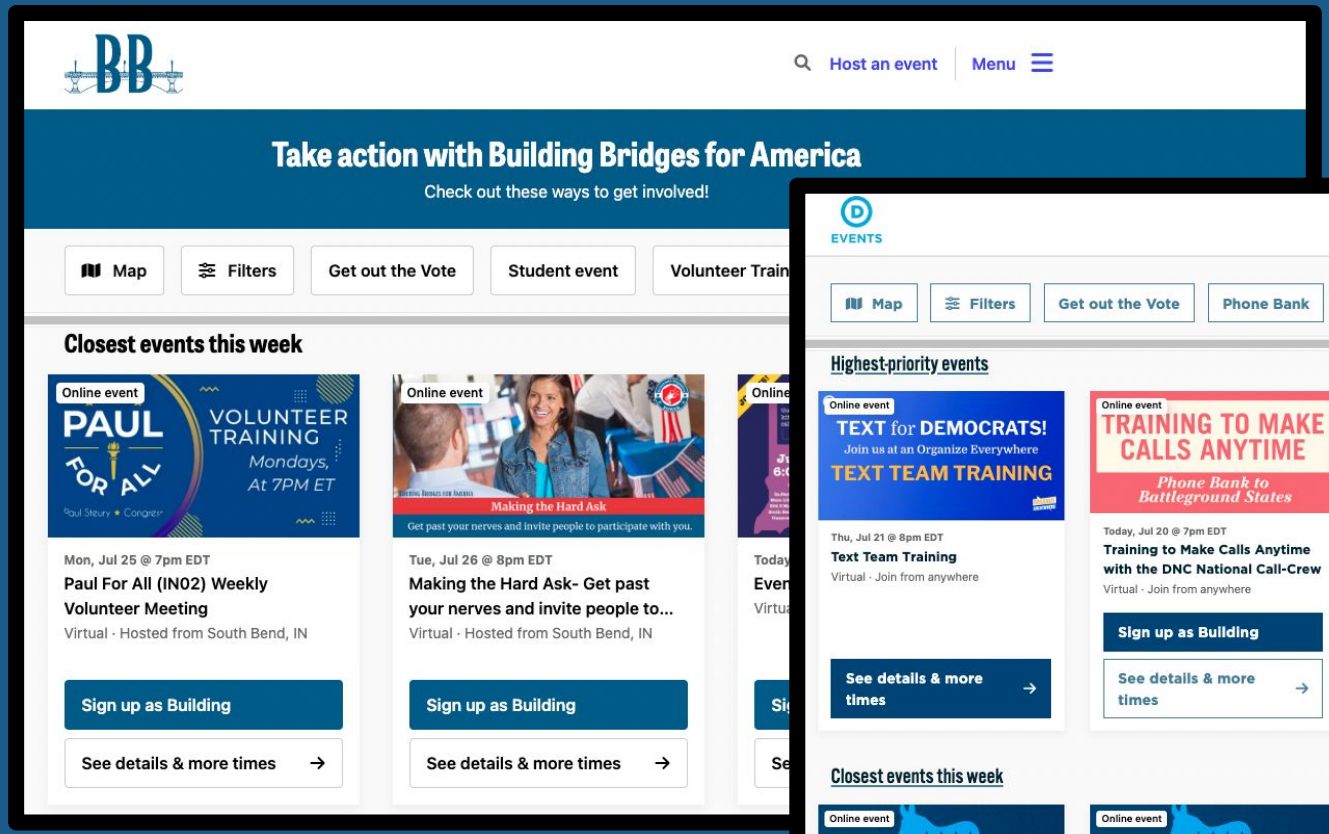
FOR FREE!

Mobilize

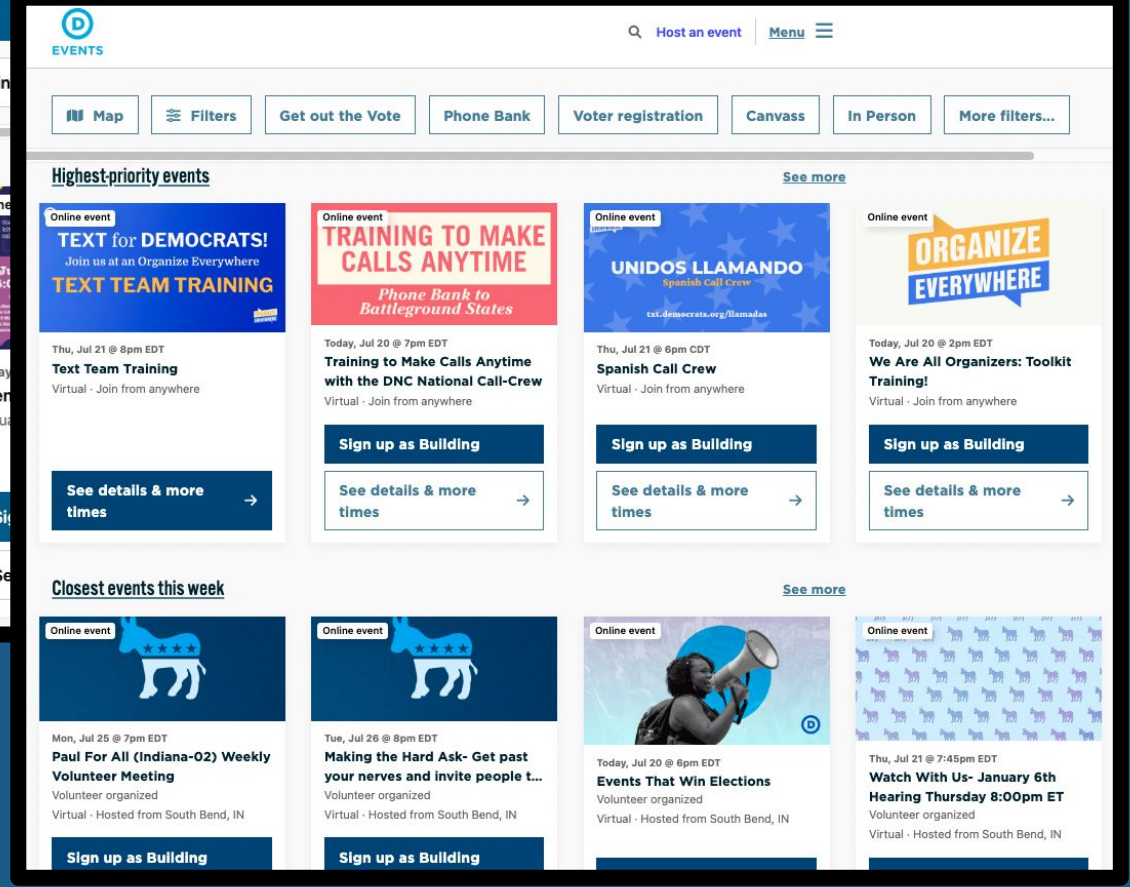
- Event Management Platform for Democrats
- Create events under BB’s account
- Attendees register & receive reminders via email
- Custom messages
- Save data (contact information)
- Cross promotion
- Advanced features
- Cost FREE

https://www.mobilize.us/organization/create/

BB


Host an event
Menu
Take action with Building Bridges for America
Check out these ways to get involved!
Map
Filters
Get out the Vote
Student event
Volunteer Train
Closest events this week
Online event
PAUL FOR ALL
VOLUNTEER TRAINING
Mondays, At 7PM ET
Mon, Jul 25 @ 7pm EDT
Paul For All (IN02) Weekly Volunteer Meeting
Virtual · Hosted from South Bend, IN
Sign up as Building
See details & more times
Online event
Making the Hard Ask
Get past your nerves and invite people to participate with you.
Tue, Jul 26 @ 8pm EDT
Making the Hard Ask- Get past your nerves and invite people to...
Virtual · Hosted from South Bend, IN
Sign up as Building
See details & more times

Mobilize


EVENTS
Host an event
Menu
Map
Filters
Get out the Vote
Phone Bank
Voter registration
Canvass
In Person
More filters...
Highest-priority events
See more
Online event
TEXT for DEMOCRATS!
Join us at an Organize Everywhere
TEXT TEAM TRAINING
Thu, Jul 21 @ 8pm EDT
Text Team Training
Virtual · Join from anywhere
See details & more times
Online event
TRAINING TO MAKE CALLS ANYTIME
Phone Bank to Battleground States
Today, Jul 20 @ 7pm EDT
Training to Make Calls Anytime with the DNC National Call-Crew
Virtual · Join from anywhere
Sign up as Building
See details & more times
Online event
UNIDOS LLAMANDO
Spanish Call Crew
txt.democrats.org/llamadas
Thu, Jul 21 @ 6pm CDT
Spanish Call Crew
Virtual · Join from anywhere
Sign up as Building
See details & more times
Online event
ORGANIZE EVERYWHERE
Today, Jul 20 @ 2pm EDT
We Are All Organizers: Toolkit Training!
Virtual · Join from anywhere
Sign up as Building
See details & more times
Closest events this week
See more
Online event
Mon, Jul 25 @ 7pm EDT
Paul For All (Indiana-02) Weekly Volunteer Meeting
Volunteer organized
Virtual · Hosted from South Bend, IN
Sign up as Building
Online event
Tue, Jul 26 @ 8pm EDT
Making the Hard Ask- Get past your nerves and invite people t...
Volunteer organized
Virtual · Hosted from South Bend, IN
Sign up as Building
Online event
Today, Jul 20 @ 6pm EDT
Events That Win Elections
Volunteer organized
Virtual · Hosted from South Bend, IN
Online event
Thu, Jul 21 @ 7:45pm EDT
Watch With Us- January 6th Hearing Thursday 8:00pm ET
Volunteer organized
Virtual · Hosted from South Bend, IN

Graphics/Handouts

- 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

Virtual Hosting

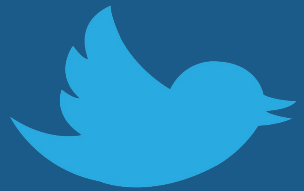
- Virtual Meeting Management
- Free meetings (limited length and # attendees)
- Breakout Rooms
- Chat, save the chat
- Record Meetings
- Always have co-hosts

Connecting Your Team

- Communication
- Message Boards
- Channels
- Internal & Public note: everyone has to be invited
- Alert when items are posted to assigned channels
- Project Management

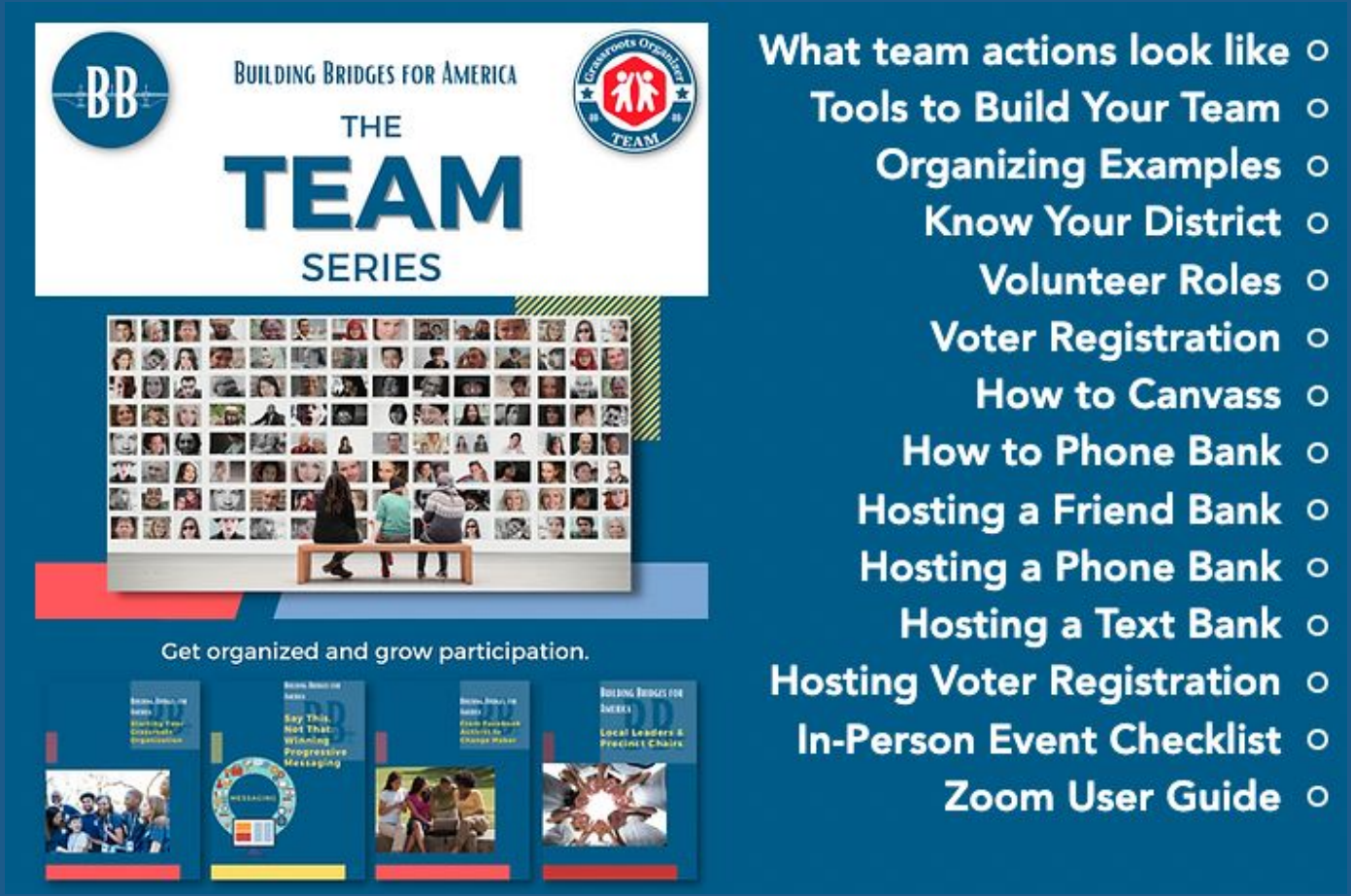
More Event Promotion & Management

- Google Calendar
- Twitter
- Facebook
- Instagram
- Google Docs
- Next Door (app)



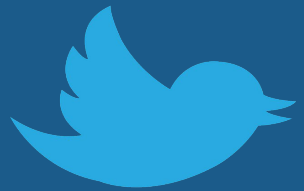
Good News!

Building Bridges has resources to help you with your events!



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

Give us a follow on social media, @buildbridges4america!



Learn more and register at www.buildingbridgesforamerica.com.

Thank you for joining us.