

BUILDING BRIDGES FOR AMERICA

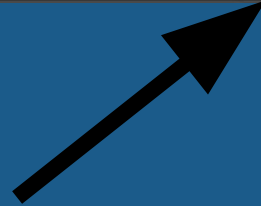
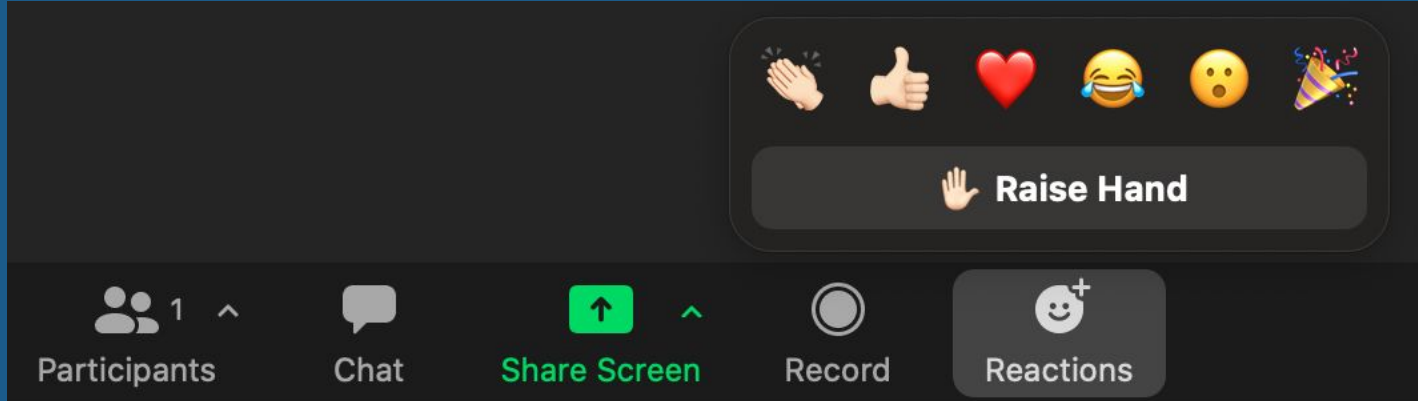
Conversations that Break Through



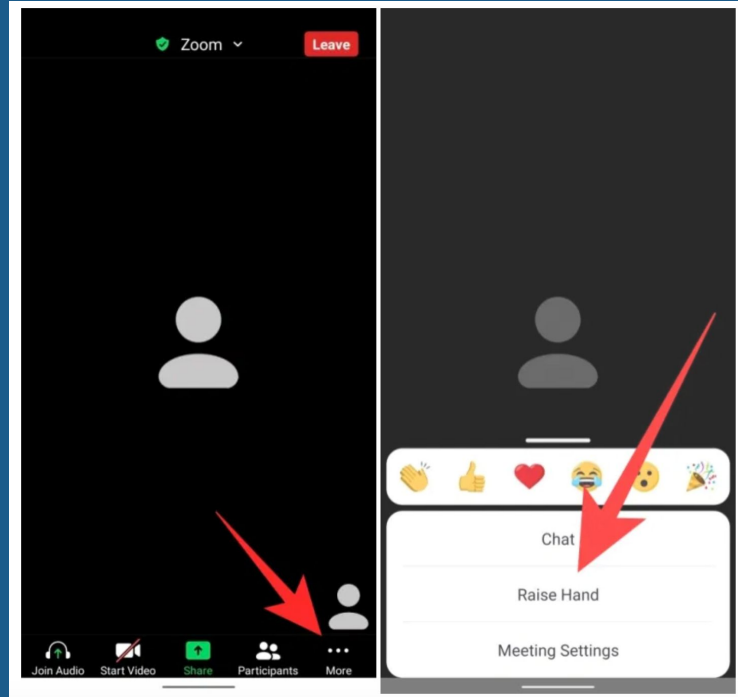
Friendly Norms

- 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!

Raising Hand on a Computer/Tablet



Raising Hand on Phone





Caz Margenau
she/her



South Bend, IN



Ace/Aro



Single mom
Dog mom
Cat mom
Plant mom



Research Proposal Manager
for climate and aerospace



State Lead,
Colorado for Pete Buttigieg
2019-2020



Started political organizing in 2019 inspired by Pete's priority of climate and democracy.



Colorado lead for
Joe Biden Facebook
Program, 2020



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



Digital Marketing
Larimer County Democratic Party
2021-2022



Co-founder and co-Director of
Leadership Development
Building Bridges for America
2020-2022

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



Ice Breaker

Please be ready to
respond in the chat.

A
B
C
D
E

Progressive Left	<ul style="list-style-type: none"> • Very liberal views across the board • Only group in which majority say they like leaders who identify as democratic socialists • Many backed Sanders and Warren in Democratic primaries; overwhelmingly voted for Biden in the general 	<ul style="list-style-type: none"> • Most politically active Democratic-oriented group • Relatively young, highly educated • About two-thirds are White non-Hispanic
Establishment Liberals	<ul style="list-style-type: none"> • Solidly liberal • Strong supporters of Democratic Party and its leaders • Upbeat about politics and nation and favor compromise 	<ul style="list-style-type: none"> • Highly politically engaged • One of the most educated typology groups • Racially and ethnically diverse, similar age profile to the population as a whole
Democratic Mainstays	<ul style="list-style-type: none"> • Most identify as moderate • Hold many core Democratic positions about government, race, social safety net • Less liberal than other Democratic-oriented groups on immigration, military, crime 	<ul style="list-style-type: none"> • Older, relatively low share college educated • One of the most racially and ethnically diverse typology groups
Outsider Left	<ul style="list-style-type: none"> • Very liberal on issues – particularly climate and race • Vote Democratic, despite dissatisfaction with both parties • Most say other nations better than the U.S. 	<ul style="list-style-type: none"> • By far the youngest typology group • Among the least politically active
Stressed Sideliners	<ul style="list-style-type: none"> • Mixed political views – lean slightly liberal economically, more conservative in other domains • About equally likely to be in the Democratic and Republican coalitions 	<ul style="list-style-type: none"> • Least politically engaged typology group • Among the most financially stressed groups

Ice Breaker Quiz

Get to know our Democratic coalition.

Match the % of the coalition to the different categories.

1. 16%

2. 23%

3. 13%

4. 12%

5. 28%

A
B
C
D
E

Progressive Left 12% of Dem/Lean Dem	<ul style="list-style-type: none"> • Very liberal views across the board • Only group in which majority say they like leaders who identify as democratic socialists • Many backed Sanders and Warren in Democratic primaries; overwhelmingly voted for Biden in the general 	<ul style="list-style-type: none"> • Most politically active Democratic-oriented group • Relatively young, highly educated • About two-thirds are White non-Hispanic
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5. 28%

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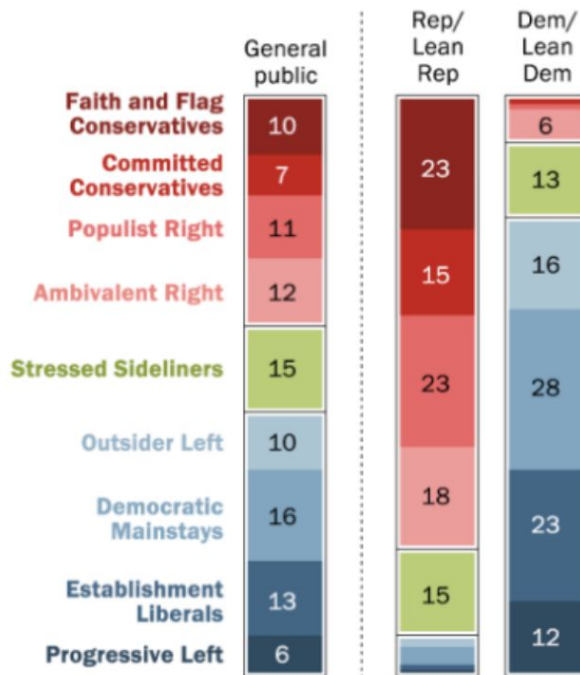
3. 13%

Beyond Red vs. Blue: The Political Typology

Even in a polarized era, deep divisions in both partisan coalitions

The 2021 political typology

% of ____ who are ...



Source: Survey of U.S. adults conducted July 8-18, 2021.

PEW RESEARCH CENTER

Today's Goals

KNOW THE POWER OF STORY

Using your personal experience to get vulnerable and build trust.

ACTIVE LISTENING

Build those muscles to keep calm and moderate an effective conversation.

GROW YOUR UNDERSTANDING

Know what to say to be understood.

BUILD YOUR CONFIDENCE

Be ready to start the conversations and make the ask to vote, donate, or volunteer.



Question

Please respond in the chat.

How do you feel when asked
to make calls or knock on
the doors of voters?

**Preparation Builds
Confidence**

**Good Practice Builds
Good Habits**

Persuasion starts with understanding.

Understanding starts with listening.

To be heard, use common language of

VALUES and STORY

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Use Common Language

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.**

Use Common Language

**You're not crazy.
They're not crazy.
Our brains are wired differently.
And that is okay.**



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**

Use Common Language

**This does not
mean people will
agree with you.**

**It means they will
understand you.**

Use Common Language

Example:

Person struggling financially says “There is already too much spending in the government.”

Use Common Language

Example:

Person struggling financially says “There is already too much spending in the government.”

You: bad response: “That is against your self interest!!”

That focuses on the logic and morality. Ignore those. Instead, find the similarities.

You, good reaction: “How does that relate to you personally, like in your life?”

Use Common Language

Example:

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Person: “I want to start a business someday and when I do I do not want to be taxed.”

Use Common Language

Example:

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That focuses on the logic and morality. Ignore those. Instead, find the similarities.

You, good reaction: “How does that relate to you personally, like in your life?”

Person: “I want to start a business someday and when I do I do not want to be taxed.”

You: Ignore logic and morals. Ignore the policy. Ignore the part you disagree on.

Focus on the person- They want to start a business.

Focus on agreement- Entrepreneurship is important.

You: Relate with story. “Starting a business is so important. My daughter just started a business and the biggest barrier for her in terms of cost in healthcare. For her, lowering the cost of healthcare is important to her success. How about you? What is a barrier you face?”

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. Don't let them go implied. Say the words of what you value.

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?

Issue

Economic inequality

Policy

Raising the minimum wage

Values

Justice

Equity

Freedom

Compassion

Resilience

BUILDING BRIDGES
FOR
AMERICA



What are values?



Issue

Economic inequality

Policy

Raising the minimum wage

Values

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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

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FOR
AMERICA



I feel _____*angry*_____

because _____*freedom*_____ is important to me

and _____*working full time does not even pay my child enough to afford their rent, let alone the chance to live a life of their choosing*_____.

Your turn

Please write in the chat.

I feel ____ (say it!) ____

because ____ (core value) ____ is important to me

and ____ (personal story) ____.

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 _____*angry*_____

because _____*freedom*_____ is important to me

and _____*working full time does not even pay my child enough to afford their rent, let alone the chance to live a life of their choosing*_____.

That is why I support____*Joe Neguse as my representative because he is standing with my child as they strike and demand higher wages.*_____

I am ____*volunteering for Joe to go door to door*____. Will you join me?

Using story and values when talking with voters.

Canvassing 101

with

Colorado

FOR

20 PETE 20

Filmed and produced by grassroots volunteers

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.



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.

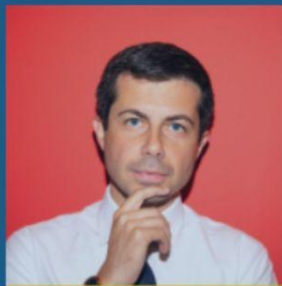
Want to understand more than you want to be understood.

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.



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."

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.

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

REFLECT AMBIGUANCE

"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?"
"Is there one issue here where we do agree?"
"We agree on this, what else do we agree on?"

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.

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."



New muscles take time to develop

Practice

Express curiosity, interest, concern.

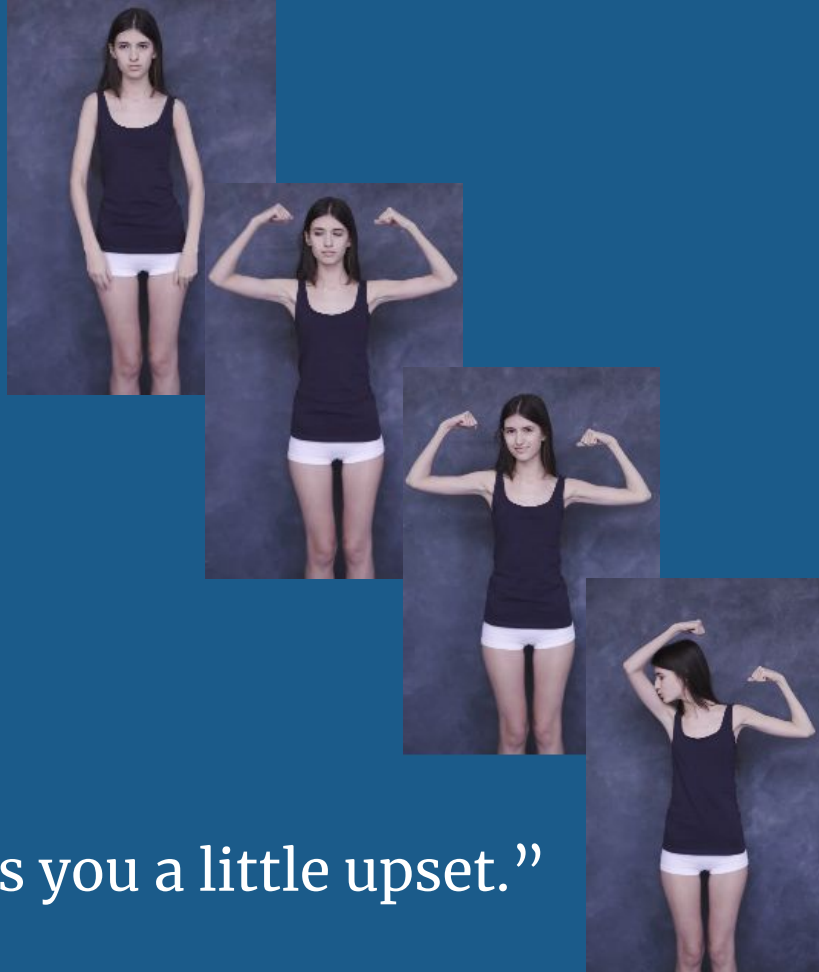
Say aloud:

“Tell me more about that.”

“Oh!” “Mmm hmm”

“And how do you feel about that?”

“It sounds to me like that issue makes you a little upset.”



Question

Please respond in the chat.

What is your go-to phrase
or action that you use to
show people you are
listening?

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.

"CAN I COUNT ON YOU TO VOTE FOR JOE ON NOVEMBER 4TH?"

"IT WILL MEAN SO MUCH FOR YOU TO HELP US OUT. WOULD YOU BE ABLE TO DONATE \$5 TO JOE'S CAMPAIGN TODAY?"

"WE NEED SOMEONE TO MAKE CALLS LIKE I AM DOING TO HELP JOE REACH OUT TO MORE VOTERS. CAN I SIGN YOU UP FOR A SHIFT TO HELP US MAKE CALLS?"

Workbook has activities

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Practice

Open the door

1

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?"

Complete the Power series



BUILDING BRIDGES FOR AMERICA

THE POWER SERIES

Build your political power one conversation at a time.

COURSES & WORKBOOKS



BUILDING BRIDGES FOR AMERICA
presents

Organizing for Change: Making the Hard Ask

FREE Course and Workbook for Organizers & Activists



Q&A

Sunday 7:30pm ET
Meet & support local candidates

Thursday 8:00pm ET

MEET TERRANCE
Terrance is running for Mayor because he has seen his city become divided and believes the way to a more inclusive and prosperous Raleigh and believes the only way to accomplish this is by working together. He said it best: "The route ahead is not simple, but the best answers will emerge when everyone is represented at the table. When we begin with equity as a guiding principle."

Dr. Terrance Ruth
Mayor of Raleigh (NC)

ENDORSED

MEET LUIS
Luis is a family-centered person, medical doctor and community organizer that will fight for ALL Rhode Island! While growing up in Rhode Island, Luis learned hunger and homelessness and stands the struggles in marginalized families. He will work to ensure everyone has access to opportunity, healthcare, housing and clean air.

Dr. Luis Daniel Munoz
Governor of Rhode Island

ENDORSED

MEET JONATHAN
Luis is a family-centered person, medical doctor and community organizer that will fight for ALL Rhode Island! While growing up in Rhode Island, Luis learned hunger and homelessness and stands the struggles in marginalized families. He will work to ensure everyone has access to opportunity, healthcare, housing and clean air.

Jonathan Lovitz
Pennsylvania House D182

ENDORSED

GAMES FOR CHANGE
POSTCARDS | GAMES | COMMUNITY
SUNDAYS 7:30 PM ET

THE LITTLE BOOK OF HAPPY
320 pages

Text Banking
App interface showing a 'Send' button.



FREE Course and Workbook for Organizers & Activists

www.buildingbridgesforamerica.com

Meet & support local candidates

GAMES FOR CHANGE

POSTCARDS | GAMES | COMMUNITY

SUNDAYS 7:30 PM ET

LIGHTS, CAMERA, ACTION

EVERY WEDNESDAY 8PM ET

MEET TERRANCE

Dr. Terrance Ruth
Mayor of Raleigh (NC)

ENDORSED

MEET LUIS

Dr. Luis Daniel Munoz
Governor of Rhode Island

ENDORSED

MEET JONATHAN

Jonathan Lovitz
Pennsylvania House D182

ENDORSED

Text Banking

USERNAME

Log In

Write letters

BUILDING BRIDGES FOR AMERICA PRESENTS

DEM-A-PALOOZA

EVERY OTHER SATURDAY 8PM ET

LETTERS MUSIC POSTCARDS

BB

Meet authors and leaders

VIRTUAL BOOK CLUB

Starts 11.29.21

THE GOOD IMMIGRANT

THE ALL-NEW DON'T THINK OF AN ELEPHANT! KNOW YOUR VALUES AND FRAME THE DEBATE

POLITICS IS FOR POWER

PETE BUTTIGIEG TRUST

OUR TIME IS NOW

SAMPLE LETTERS

I SUPPORT H.R. 4

THE JOHN R. LEWIS VOTING RIGHTS ADVANCEMENT ACT

#RestoreTheVote

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END THE FILIBUSTER

ENDTHEFILIBUSTER

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PROUD TO SUPPORT FULL FEDERAL EQUALITY FOR LGBTQ PEOPLE

EQUALITY ACT

#EqualityAct

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TELL CONGRESS: PASS THE JUSTICE IN POLICING ACT

DOWNLOAD WORD

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buildingbridgesforamerica.com

Every week on Tuesdays & Thursdays

BUILDING BRIDGES FOR AMERICA



Political Organizing Classes

11 free and accessible
courses and workbooks
for volunteers by volunteers.

**Unlock Your Political
Power**

**Conversations that
Break Through**

**Making the Hard
Ask**

**Pop the
Disinformation
Bubble**

Civics for Everyone

Civics for Change

**Say This, Not That:
The Importance of
Effective
Messaging**

**Grassroots
Organizing for
Change**

Events for Change

**Facebook Activist to
Change Maker**

**Local Leaders and
Precinct Chairs**

IT'S GO TIME!

STEP UP AND LEARN TO
MAKE A DIFFERENCE IN
2022!



www.buildingbridgesforamerica.com

[Home](#)[Our Story](#)[Take Action](#)[Volunteer's Toolbox](#)[Calendar of Events](#)[Contact Us](#)

BUILDING BRIDGES FOR AMERICA



www.buildingbridgesforamerica.com

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



@buildbridges4america

Learn more at
www.buildingbridgesforamerica.com.

Thank you for joining us.