

# WELCOME!

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



BUILDING BRIDGES FOR AMERICA

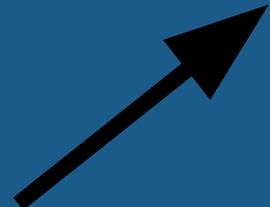
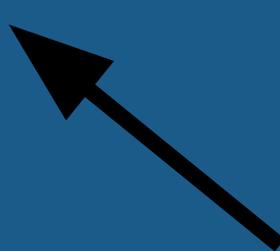
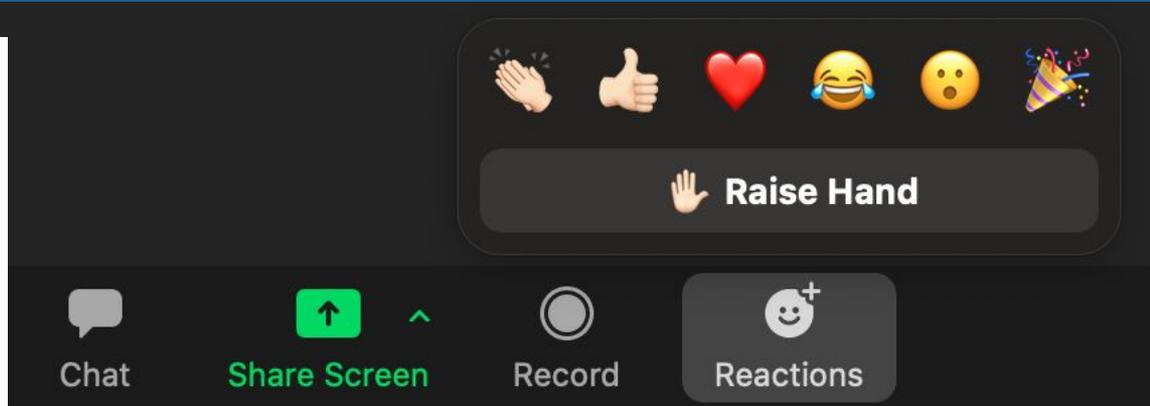
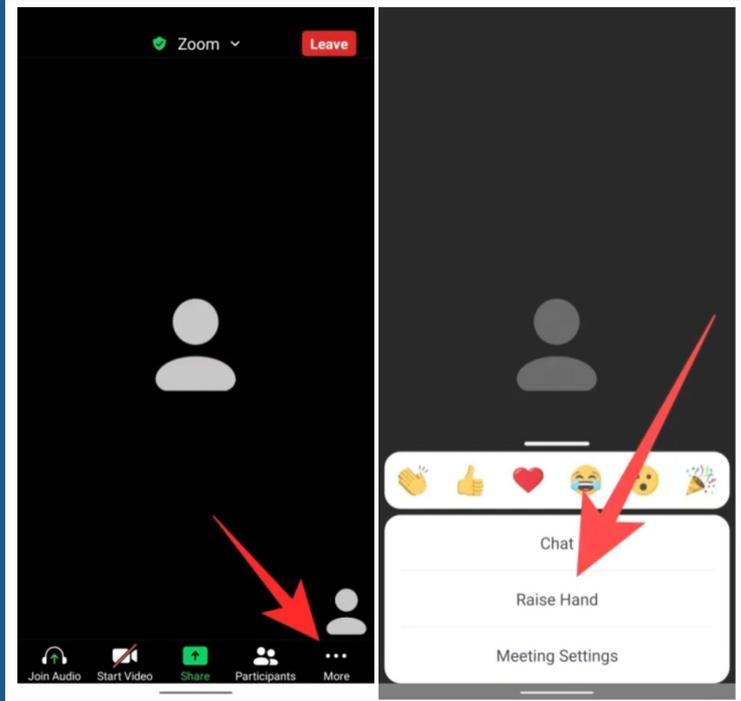
## Conversations that Break Through

Talking politics with people who do not care or do not agree.

# 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





Caz Margenau  
she/her



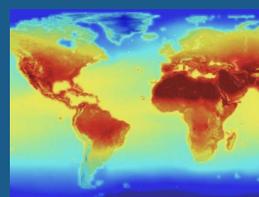
South Bend, IN



Ace/Aro



Single mom



Climate Research Administrator



Grassroots  
organizer for IN2  
Kitchen Cabinet  
2022



Paul Steury for US Congress

Operations and  
Outreach for  
Paul Steury IN2  
2022



State Lead,  
Colorado for Pete Buttigieg  
2019-2020



Colorado lead for  
Joe Biden Facebook  
Program, 2020



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



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.

## Respond in the chat:

A conservative pollster published a new poll in April 2022 of Purple Voters in America.

**What percent of American swing voters said:**

People need to put aside their differences and  
America needs to unite. \_\_\_%

People should stand by their differences even if it  
means America does not unite. \_\_\_%

## Respond in the chat:

A conservative pollster published a new poll in April 2022 of Purple Voters in America.

**What percent of American swing voters said:**

People need to put aside their differences and  
America needs to unite. **74%**

People should stand by their differences even if it  
means America does not unite. **15%**

# Today's Goals

## Grow your understanding

Find people where they are at.

## Actively listen

Keep calm and moderate an effective conversations

## Use the power of story

Use your personal experience to get vulnerable and build trust.



# Basis of understanding

Let's start by building our empathy muscles for:

Conservative voters

Non-voters

# Basis of understanding

The moral system we are raised in wired our brain.

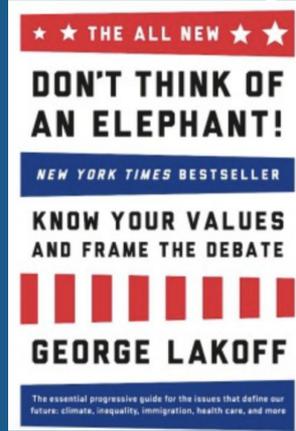
## Progressives

- Nurturant
- Having empathy for everyone
- Morality comes from taking care of others

## Conservatives

- Strict heirarchy
- Has empathy for people they know
- Morality comes from discipline

Note: These are pure models. Most people's families are a mix of both.

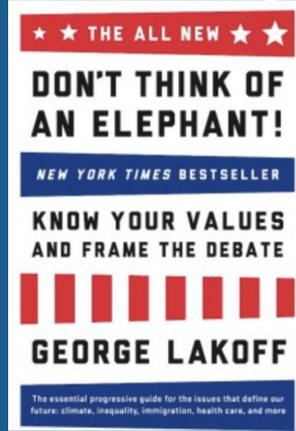


# Basis of understanding

Politics is moral.

People propose what they believe is right.

We have different beliefs of what is right and wrong based on our family.



# Basis of understanding

**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**

# Speak smarter

Get into the habit of saying your values aloud.

## PROGRESSIVE VALUES

EMPATHY

FREEDOM

SERVICE

PROSPERITY

COMMUNITY

FAIRNESS

TRUST

PROTECTION

★ ★ THE ALL NEW ★ ★

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

NEW YORK TIMES BESTSELLER

**KNOW YOUR VALUES  
AND FRAME THE DEBATE**



**GEORGE LAKOFF**

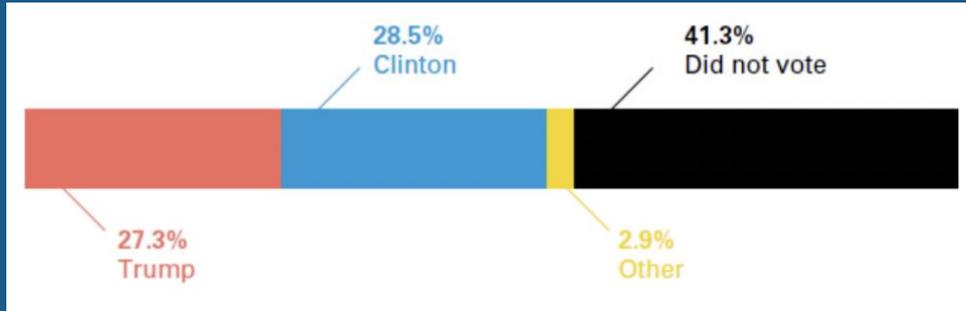
The essential progressive guide for the issues that define our future: climate, inequality, immigration, health care, and more

# Question

**What is the name of someone you know who is not political at all?**

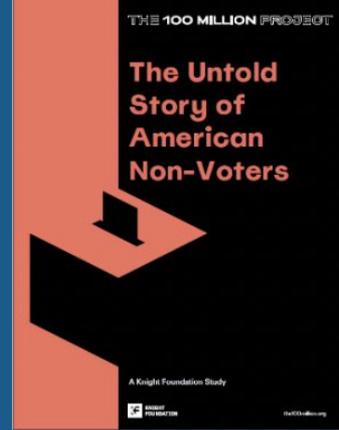
# Basis of understanding

Non-voters were the largest voting block in 2016.



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

**81 million** Voted for Biden  
**80 million** Eligible voters who did not vote  
**74 million** Voted for Trump



# Basis of understanding

## Reasons people do not vote

### **Do not have faith in the system**

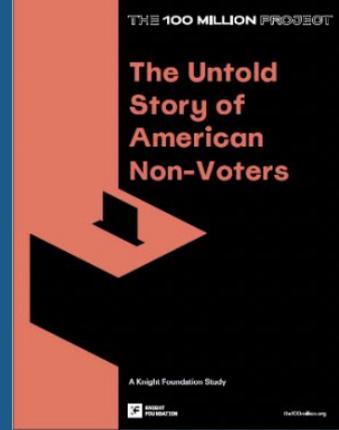
38% are not confident that elections represent the will of the people  
17% do not vote because they do not like the candidates

### **Feel politics does not matter**

Less likely to say that politics has a strong impact on their lives

### **Feel under-informed**

Less engaged with the news. Think voting is hard. Media engagement is more for entertainment.



# Basis of understanding

## 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.

16% follow politics closely.

58% bump into news or hear it from others.

74% think voting is hard.

The best way to connect  
and be heard 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 are your thoughts on who you are going to vote for?*

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*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.

We are all in a complicated relationship with ourselves.  
Let's use that.

# 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?*

**Goal #1: Have them think and feel for themselves and be heard.**

# 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 \_\_\_\_\_”

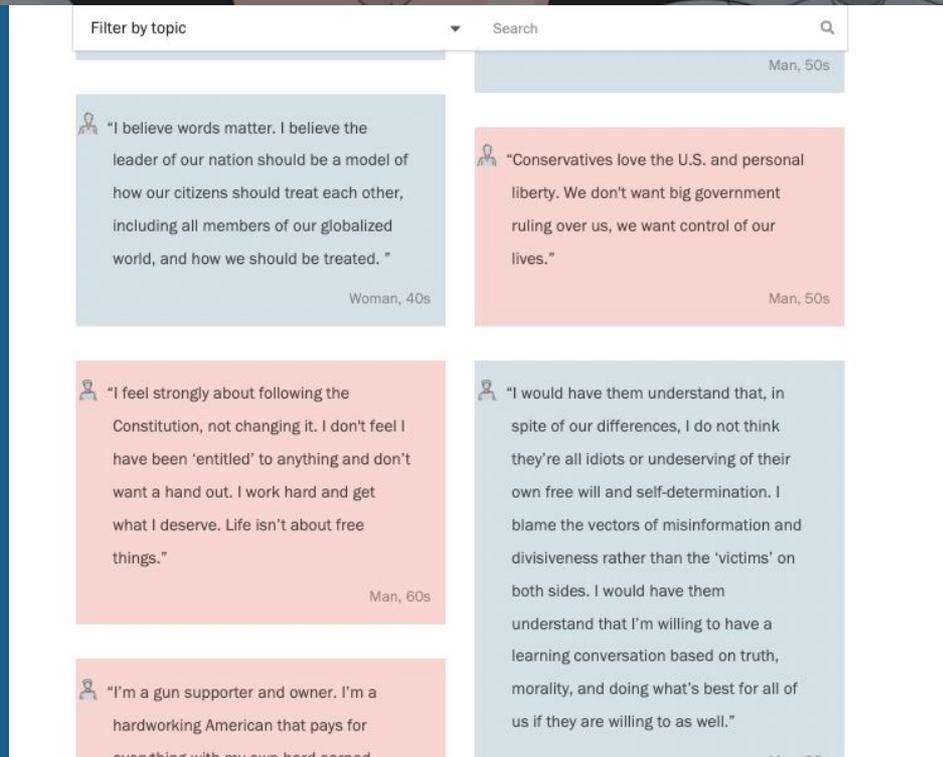
## LOOK FOR COMMON GROUND

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

# Get used to hearing opinions

Voters Say Those on the Other Side 'Don't Get' Them. Here's What They Want Them to Know.

Use this Pew Research site to get familiar with what some people feel.



The screenshot shows a search interface with a 'Filter by topic' dropdown and a search bar. Below the search bar, there are five opinion cards arranged in a grid. Each card features a small person icon, a quote, and the respondent's demographic information.

Quote	Demographic
"I believe words matter. I believe the leader of our nation should be a model of how our citizens should treat each other, including all members of our globalized world, and how we should be treated."	Woman, 40s
"Conservatives love the U.S. and personal liberty. We don't want big government ruling over us, we want control of our lives."	Man, 50s
"I feel strongly about following the Constitution, not changing it. I don't feel I have been 'entitled' to anything and don't want a hand out. I work hard and get what I deserve. Life isn't about free things."	Man, 60s
"I would have them understand that, in spite of our differences, I do not think they're all idiots or undeserving of their own free will and self-determination. I blame the vectors of misinformation and divisiveness rather than the 'victims' on both sides. I would have them understand that I'm willing to have a learning conversation based on truth, morality, and doing what's best for all of us if they are willing to as well."	Man, 50s
"I'm a gun supporter and owner. I'm a hardworking American that pays for everything with my own hard earned..."	Man, 50s

# Make a connection

*I feel frustrated to because freedom is so important to me, I feel it in my bones, you know? And having less freedom now, I can't accept that. That's why I am out here volunteering.*

Goal #2: Connect on feelings, values, and purpose.

# 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.**



# Sharing Your Story

Use the common language of personal stories to connect, even with people who disagree with you.

We share: Values. Empathy for people we know. Personal stories.

We do not share: Morality. Logic. Interpretation of facts.

You cannot use these differences to make a connection.

Speak to what is most important to you by sharing a story about how an issue affects you or someone you love.

**DO NOT USE:**  
**FACTS**  
**LOGIC**  
**MORALITY**

**USE:**  
**YOUR VALUES**  
**YOUR STORY**

# 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.)

## **Use Common Language**

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

**It means they will  
understand you.**

# 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.





**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."

# 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.

# 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.

#### 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"

## 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 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?"

# Step-by-Step How To's

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## 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 website text 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 and blue jeans who is standing in the doorway. The woman is smiling and looking towards the person outside.

Step-by-Step workbooks, slides, and video.  
[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

# Complete 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





buildingbridgesforamerica.com

On Tuesdays & Thursdays

BUILDING BRIDGES FOR AMERICA



# Political Organizing Classes

10 free and accessible courses and workbooks for volunteers.



- *Civics 101*
- *Civics for Change*



- *Say This, Not That...*
- *Grassroots Organizing for Change*
- *Host Events*
- *Local Leaders and Precinct Chairs*



- *How to Be Politically Active*
- *Conversations that Break Through*
- *Grow Participation*
- *Pop the Disinformation Bubble*

Maximize your volunteer effort.

# www.buildingbridgesforamerica.com

2023 Sessions

Tuesdays & Thursdays at 8pm ET

Winter Session I  
1/10 - 2/9

Winter Session II  
2/21-3/23

Spring Session I  
4/4-5/4

Spring Session II  
5/23-6/22

Summer Session I  
7/11-8/10

Summer Session II  
8/22-9/21

Get Out the Vote Session  
9/26-11/2



# BUILDING BRIDGES FOR AMERICA

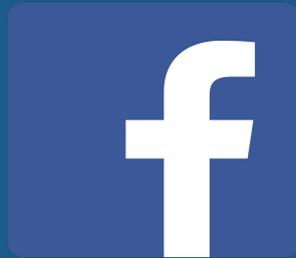


Supporting grassroots  
organizers, candidates,  
and causes.

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share it with others.



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Learn more at  
[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com).

Thank you for joining us.