

TAKE BACK THE WHITE HOUSE 2020

JUNE 20, 2020

**GET READY
TO ENERGIZE AND MOBILIZE!**



★ ★ WOMEN FOR AMERICAN VALUES AND ETHICS ★ ★

HOST A VIRTUAL VOTER PERSUASION TRAINING!

Virtual Voter Persuasion Training Parties are a great way to stay socially connected and politically engaged while practicing Social Distancing.

WAVE's Training video showcases Sara El-Amine, former National Organizing Director for President Obama. In around 30 minutes, Sara will show your guests the science behind her successful strategies, including how to determine which registered voters are most open to your influence, which styles of communication are most effective with potential supporters, and how to support these voters in actually casting a vote in this pivotal election.

WAVE believes that Every Action Counts. Your Virtual Training Party can start a chain reaction of significant differences up and down the ballot.

PLAN

- If you would like WAVE's support in planning, please contact us at membership@wave4all.org to set a date and time.
- Choose your conferencing tool – Zoom or similar (we can coordinate if you would like).
- Send invitations by email, Facebook, or other. Attach checklists, worksheet and WAVE Commitment to Action Form - all info guests will need for training (See Prepare section below)
- Collect RSVPs
- Suggest guests join WAVE (wave4all.org) to keep updated on news and volunteer opportunities

PREPARE

- Send guests Virtual Training reminder to gather supplies on attached checklist list and to print attachments and do so yourself!
- Receive and review WAVE Training Video. Make notes on questions or comments you may have and get answers from WAVE at membership@wave4all.org.



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- Consider including technical instructions on conferencing, such as how to join Zoom (or your chosen conferencing tool) on guest's preferred device, uses of mute, chat, gallery views, and so forth.

HOST!!

- Arrive 5-10 minutes early to Zoom (or other conferencing tool) ready to welcome guests.
- Remember that training is most successful when:
 - guests personally relate to the training goals, understand what to expect ahead of time,
 - review both training content and personal motivation afterward as a group,
 - commit to a specific action before leaving Training.
- Once all have arrived, thank them for keeping themselves and others safe by participating in this Virtual Voter Persuasion Training.
- Consider having guests introduce themselves, adding brief note of why this election is critical for them. Remind guests that later they'll be muted during video.
- Preview Training: Briefly note trainer's credentials and how this training will make guests' campaigning efforts most effective, efficient and personally rewarding. Ask them to take notes during training.
- Show Training video. Take screenshots to share later with your guests and WAVE.
- Review Training: Give very brief recap of training, then ask guests what they've gained.
- (Remember to unmute guests!) Ask how they'll apply training to phone calls, letters, casual conversations, social media participation.
- Ask them to choose an action from WAVE's Commitment to Action list.
- Thank guests for coming and ask them to consider hosting a Training Party.

FOLLOW UP

- Send out thank you notes to attendees with screenshots of the meeting
- Share screenshots on social media and mention WAVE to amplify our message!

**Facebook, Instagram, Twitter @wave4all, #TakeBacktheWhiteHouse2020
#everyactioncounts**



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VIRTUAL VOTER PERSUASION TRAINING PARTY CHECKLIST

Prior to your scheduled virtual training party, please inform your guests to prepare or print the following:

- Note-taking materials, such as pen and paper
- Printed Training Worksheets provided by Sara El-Amine (last 4 pages of this document)
- Fill out this online Commitment to Action
Form: <http://www.123formbuilder.com/form-5507868/form>

We also suggest that they visit WAVE's ***Every Action Counts*** webpage, <https://www.wave4all.org/every-action-counts>, for ideas on how to get involved in the elections. We also encourage guests to register to write letters to swing state voters: <https://votefwd.org/wave4all>.



Sara El-Amine Consulting

San Francisco, CA

EXCELLENCE THAT SCALES



ACTION PLAN TEMPLATE

What level of local or national election do I want to focus on? _____

What % of my time do I want to commit to California? Arizona? _____

What candidates at the presidential, congressional, or local level excite me right now?

What type of action am I comfortable taking within the COVID-19 context? What am I uncomfortable doing? _____

I can commit ____ hours per week or month (-be honest!) on _____

(days of week) days typically.

PERSUASION WORKSHEET

Why is persuasion important in this election? _____

Why are facts and policy the wrong approach to persuasion? _____

What moves people and persuades them? _____

How long do you think an effective persuasion conversation should take to have?

What are the steps to persuasive conversations? _____

PRACTICE

1. _____

2. _____

3. _____

VOLUNTEER COMMITMENT FORM

This training is designed to equip me to do organizing work in my community without waiting for some other person or some other time. I _____ commit to volunteering actively, and not waiting for someone to reach out to me to take action.

Signature: _____

If I feel intimidated by what is ahead of me, I will think of:

I am doing this because:

I will make this work less scary and intimidating to me by:

I commit to taking strategic action the following dates in 2020:

I have booked the following calendar appointments to take strategic action in 2020:

I still need to learn how to _____ in order to be a successful organizer in my community:

I will learn the above by _____

Goals I set for myself are:

Thank you! Every Action Counts