



## **National Grassroots Mobilization Training**

*In house parties all over the country on Thursday, September 21st*

 brought to you by Center for Progressive Leadership Action Network

### **2006 Grassroots Mobilization Network Training Frequently Asked Questions**

#### **What is Grassroots Mobilization?**

Grassroots Mobilization is the process of engaging people directly in political action. It is often localized, though it can be the local extension of a national effort. Grassroots politics is personal, it is one-on-one, and it is people driven. This means that the issues of the community are the issues that are focused on, and that a campaign works to create connections among its supporters and with voters. While there are many ways of achieving this, this training will focus on two key ones: volunteer recruitment and voter outreach.

#### **What is the purpose of this training?**

The Center for Progressive Leadership Action Network is helping progressives gain the skills to be a part of and manage effective grassroots-driven campaigns, including:

- Creating a volunteer-friendly environment and understanding the important role that volunteers play in any organization.

- Learning the 5 Cs of making an effective ask

- Developing Leadership Ladders

- Understanding the importance of one to one voter contact.

Most importantly, this training is an opportunity for progressives across the country to connect with other local activists and get linked to more opportunities for direct action.

#### **What is the CPL Action Network?**

The Center for Progressive Leadership Action Network is the sister organization of the Center for Progressive Leadership. The Action Network connects emerging and established leaders to create a community of progressive political leaders to work on key progressive issues, advocate for progressive causes, lead and support progressive campaigns, and build the America of our dreams.

The Center for Progressive Leadership Action Network runs training programs for activists in every state and helps link organizers, volunteers, campaign staff, and community leaders to direct action.

#### **What other organizations are involved in this training?**

Other organizations currently involved in the training include Wellstone Action,

LULAC, Latinos for America, MoveOn.org Political Action, America Votes, Young People For, Code Pink, True Majority, Progressive Democrats of America, the Sierra Club, Common Cause New, and the League of Young Voters. You can link to more information about these organizations on our website, and check back for opportunities for direct action through these organizations.

### **What is my role as a host in this training?**

We recognize that you have already made a significant contribution by volunteering your time and home for this training, and our goal is to minimize the amount of responsibility you have. That being said, our hosts are critical to ensuring that the training runs effectively. Before the training, please familiarize yourself with the host materials that you can download from our website. These include a detailed agenda for the evening, instructions for the different sections, including special responsibilities for you as the host, and tips on how to be an effective facilitator.

We encourage you to contact your House Party Captain if you have questions that are not covered in our materials.

### **What is a House Party Captain?**

House Party Captains are usually former training hosts or staff members of CPL Action Network partner organizations. They have experience with similar trainings and can provide advice on your role as a host. They can also provide answers to logistical and technical questions you have, or forward these questions to a CPL Staff member.

### **Why is there such a specific agenda for the training?**

As you are no doubt aware, your house party is one of a network of events taking place across the country on September 21. This is a phenomenal opportunity to engage a broad group of progressive activists around the idea of Grassroots Mobilization.

Part of what enables us to carry out a training of this scale (we anticipate we'll be training approximately 500 people on September 21) is the use of technology, including the conference call and video portions of the evening. By offering this training to you in your homes via conference call and video, we bring the experts directly to you!

To ensure that every house party gets the most out of this training it is critical that everyone watches the video and then connects to the conference call at the same time. We know that you and your guests are all very busy, so the evening includes a variety of experiences for you to learn more about earned media and practice the tools provided in this training. In order to cover all of these topics in the relatively short time allowed, and to make sure that all parties are on the same page, we ask that you do your best to keep your event on schedule.

### **How will I know who is coming to my house party?**

You will receive an e-mail notification every time someone signs up for your house party. This will include the participant's name and contact information. If you have additional information to pass on to participants, you can certainly

contact them, but it is not essential. By registering for your house party, they will automatically receive all of the information you provided about the location of your house party and any specific instructions. Once your house party has reached the maximum number of guests that you indicated, your house party will be closed.

### **How do people find out about my house party training?**

There is a link to information about your house party training on our website, so anyone who lives in your area and visits our site can sign up. Participants are almost always members of one of our Partner Organizations, all of which are progressive organizations dedicated to effecting change in our nation. Our partners have publicized this training to their members and referred them to our website.

### **Can I invite people to my house party training myself?**

Absolutely! We encourage you to invite friends, colleagues, and other progressives who you know to join your house party. However, please make sure that they also sign up to attend your house party at [www.cplaction.org](http://www.cplaction.org) so that we have an accurate count of who is attending your house party

### **What should I do to prepare for my house party training?**

There are a few key things we need you to do in advance of the training:

- 1) Print out the Host Packet and read it over carefully. Check the CPL Action Network website or contact your House Party Captain if you have any questions.
- 2) Print out copies of the Guest Packet for everyone who is planning to attend your house party.
- 3) Test out the DVD and make sure that you are able to play both sections of it on your DVD player. Or if you plan to download the video, download it in its entirety and make sure that your computer can play it.
- 4) Make sure that you have a speaker phone that will allow all of the participants at your house party to hear the conference call.

### **Will there be opportunities for me to ask additional questions?**

If you have questions that your House Party Captain is unable to answer, or if you have some last minute concerns, we will have two **optional** conference calls during the week preceding the training.

The calls will take place:

Monday, September 18 at 8PM EST (5 PM PST) and  
Tuesday, September 19 at 10 PM EST (7 PM PST)

*Conference call #: 1(866) 295-5950*

*Participant code: 2367047#*

Please email any questions or concerns you have to [grassrootsquestions@cplaction.org](mailto:grassrootsquestions@cplaction.org) prior to the call you plan to participate in, but

remember, consult your Host Materials and contact your House Party Captain first.

**How many other house parties are taking place in my area?**

You can check the CPL Action Network website to see a map of the location of all the house parties taking place across the country on September 21.

**Do you have any suggestions on how I can help facilitate the interactive role-play exercise?**

Yes, there are a number of tips provided in the Host Packet. If you have additional questions, your House Party Captain has experience in training and facilitation and is an excellent resource for thinking about how to make this section of the training as effective as possible for participants.

**Who do I contact if I have technical support questions?**

Leading up to the training, please contact your house party captain - he or she will refer the question to the appropriate CPL Action Network staffer and you will receive a timely response.

*If you encounter technical difficulties the night of the training, please call (202) 230-3417 and a CPL Action Network staffer will assist you.*

Remember, testing your DVD or video download in advance is the best way to avoid technical problems on the night of the training.

**Thanks again for hosting a Grassroots Mobilization Network Training. All your hard work is very much appreciated!**