



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

Guest Packet

Thank you for signing up to participate in the **National Grassroots Mobilization Training** hosted by the Center for Progressive Leadership Action Network (www.cplaction.org). This Guest Packet includes everything you'll need to successfully participate in the training, including:

- 1 An overview of the goals for the evening
- 2 Your Sample Volunteer Recruitment Scenarios
- 3 Instructions for the Small Group Interactive

The goal of the Grassroots Mobilization Training is to help progressive activists develop a solid grounding in some of the skills necessary to engage in effective volunteer recruitment and voter outreach, as well as to gain a deeper understanding of grassroots organizing and how we can use it to strengthen the progressive movement.

When the training is over, please visit our website, www.cplaction.org, for more resources that we hope will prove useful as you take the skills you learn at our training and apply them in your own community, including:

- Additional training guides and resources
- Extended interviews with national experts
- Discussion boards
- Networking tools

Of course, a major part of any Center for Progressive Leadership Action Network program is the chance for progressives to meet new people and develop new connections, so we encourage you to take the time to get to know your fellow participants.

Sincerely,
The Center for Progressive Leadership Action Network

SMALL GROUP INTERACTIVE

This part of the training is designed to prepare you to effectively utilize grassroots mobilization techniques. There will be 2 parts to this section: an interactive role-play and small group discussion.

For the first part of this exercise, you will be preparing a pitch to a prospective volunteer based on one of the scenarios below, and delivering it to another participant who will play the role of the volunteer.

Please read through the scenarios below and choose one that you will use for the exercise. Once you have chosen on, go on to the next page.

Sample Scenarios

Choice One: State Senate Campaign, Education Reform

You are a volunteer on a state senate campaign in your district. She has made education reform a major piece of her campaign. 80% of the population is comprised of families with children. You have been assigned to attend a candidates' forum to sign up 25 people as new volunteers. The next major event of the campaign will be a local parade on October 5 for which you will ask volunteers to pass out materials and talk to voters.

Choice Two: Local Environmental Justice Organization

You are working with a state-wide environmental justice organization this fall. Your precinct happens to be in a town where citizens have been fighting against the placement of an incinerator for the last few years. The organization is running a voter education campaign to raise awareness of candidates' positions on environmental justice issues. You will be calling through a list of registered voters in your precinct to recruit volunteers for a door-to-door canvass to distribute a scorecard on the candidates' positions on October 5.

Additional Choice: If you are already working on an electoral or issue-based campaign and are looking for ways to engage more volunteers, you are welcome to use that context as the basis for this exercise. You can either practice recruiting a volunteer in person as in Scenario #1 or over the phone as in Scenario #2.

Small Group Exercise (20-25 minutes)

After 10 minutes of preparing your pitch, form a group with 2-3 other participants in the training (3-4 people per group). You are going to practice recruiting a volunteer to work on your campaign using the techniques we introduced in the video and the conference call.

- a. In each of your groups, select who will be the *activist*, who will be the *potential volunteer*, and who will be the *timekeeper*. The group should change roles until every participant has played each role at least once.
- b. The *activist* goes first and practices pitching the campaign to the *potential volunteer*. Your pitch should take no more than two minutes. **Make the situation as real as possible.** Ask real questions if you are the *potential volunteer* and provide concrete answers if you are the *activist*. And the *timekeeper* has the most important job...keep the interactive going and on-time!
- c. Following the first practice pitch, the other participants should provide **3 minutes total** of feedback about that person's pitch. Take notes while the others are practicing so that you have your feedback ready. In providing feedback, focus on giving concrete and constructive comments to the other participants. You can ask yourself:
 - i. What were the **best parts** of their pitch?
 - ii. What areas could they **improve**?
 - iii. Did they effectively **utilize the 5 Cs**?
 - iv. Do you have **any suggestions** for how they could have hit any of the points they missed?
- e. After one person goes, switch roles and repeat the activity until every participant has played each role. Your house party host will advise you when the time for this activity is up. Feel free to go around several times and give multiple pitches to each other.

Discussion Questions (as time allows)

If time allows, spend some time talking in your small groups about the following discussion questions. Hopefully, this will give you some good ideas to take home and use in your campaigns!

- a) *Share with the group 1 way you can use the 5 Cs to get more people involved in an issue or campaign you care about.*
- b) *Share with the group 2-3 sources of volunteers in your community (specific organizations, schools, meeting groups, etc.) that you can add to your campaign's volunteer recruitment efforts.*