



**Volunteer Mobilization Toolkit:
Building People Power to Win in 2024**

California Grassroots Alliance

CALIFORNIA GRASSROOTS ALLIANCE

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It's 2024. Time for volunteers to saddle up and save the country (again)!

Your mission, should you choose to accept it: flip the House.

Hello, grassroots hero!! Glad you're here.

The road to the House majority runs through California and - in particular - [six critical districts](#). We hope your grassroots group will [join](#) the [California Grassroots Alliance](#), adopt one or more of these six districts, and mobilize your volunteers to win!

There are two important ways that grassroots volunteers can notch victories in 2024:

- **Mobilize a winning coalition of voters.** Just like we all did in 2018, 2020, and 2022, once again we'll throw down with vols across the country to GOTMFV (get out the motherf*cking vote)!
- **Branch out into fundraising.** Fundraising is not only a way to build valuable skills and enhance the vol experience - it's also key to electoral victory. You can raise money for candidates *and* for the highly effective in-district, community-led orgs that build long-term progressive power. (We've identified the best orgs active in each district, so you will know that donations to them are high-leverage.)

Want to mobilize your volunteers to flip the House but you're not entirely sure where to start? We gotchoo.

We know there are tons of resources out there on vol recruitment and engagement - and your group may be brimming with vols who are ready to go! You can choose from a menu of resources, depending on what might be useful to *your* group:

If you have:	Check out these Resources:			
	Vol engagement resources & support	Finding or hosting good events	Leveling up vol skills	Invitation to fundraising
People on your mailing list who aren't currently volunteering	✓			
Plenty of vols interested in flipping the House, and they want to know where to focus their energy	✓	✓	✓	✓
Dedicated vols who postcard, and you'd like to help them stretch into additional vol activities		✓	✓	✓
Vols eager to build their electoral skills			✓	✓

Beyond showing up to voter contact events: Volunteer engagement is about building *durable grassroots power*.

You may have voiced this common complaint about the Democratic party's tendency to build [sandcastles](#): "edifices of momentary campaign organizing built by gushers of money that get washed away as soon as an election is over." And you may have experienced it yourself: people come together to phone-bank, canvass, or write postcards for an election, but when the campaign's over, they fade away and lose touch.

It's absolutely wonderful when people come to events, but we as organizers also have a downstream goal for event participation: building *durable grassroots power*. In powerful grassroots groups, people stay together over the long term, showing up repeatedly, committing to one another, and shifting their strategy when necessary to keep bending the arc of history. When we recruit and engage volunteers, our *deeper purpose* is to build teams of people who:

- Develop personal connections with each other,
- Feel a sense of collective self-confidence, and
- Have fun together!

To help you use the 2024 election as a way to build strong teams, this toolkit offers resources on two additional topics:

- Building relationships and sparking joy, and
- Tracking your progress to bolster collective self-confidence.

By building durable grassroots power, we'll stick together and be ready to mobilize for the next advocacy campaign or the next election.

Want to talk it through rather than wade through a toolkit on your own?

You can always get one-on-one support from an Alliance Buddy. Our Buddy Crew is available for a one-off session or for ongoing support - your choice.

If you don't already have an Alliance Buddy and would like thought partnership on volunteer recruitment and engagement, sign up as an Alliance member group [here](#)! Someone on the Buddy Crew will reach out to you.

Check out the Resource Hub!

At the end of this toolkit there's a [Resource Hub](#). For handy reference, it includes all of the resources referenced throughout the toolkit, plus a few bonus references.

Want something added to this toolkit? Let us know!

We'd love your feedback! Email us at Team@CAGrassrootsAlliance.org and put *Toolkits* in the subject line - let us know what else would be helpful to you.

Resources & Supports for Mobilizing your Volunteers

Elections are like catnip to vols - let's use the 2024 election to energize our volunteers!

Many volunteers love getting involved in elections because they're easy to wrap our arms (and brains) around. We know what to do: phone-bank, canvass, text, and write postcards. And when an election we worked on goes our way, vols feel a sense of ownership and pride in that outcome.

Your group no doubt has a lot of experience recruiting volunteers - so we don't presume to tell you anything ground-breaking on this topic. The goal of this toolkit is simply to share a few things you might add to your volunteer recruitment and engagement bag of tricks. In this section you'll find:

- **Tips and resources for using the 2024 election to mobilize your group members.** Some vols have taken a step back after the 2020 or 2022 election. We share some ways to entice people back to get involved again in 2024!
- **Direct supports for your volunteer (re-)engagement efforts.** If you would like someone from CGA to work with you to engage volunteers, we are happy to help out!

Set up or revitalize your group's Elections Team

If your group has had an Elections Team in the past, it's time to bring it back! If you'd like to start a new Elections Team, or revitalize your old one, here are some tips to help you get rolling. If you already have an active Elections Team, see if anything in our list could be helpful. Use only what appeals to you and leave the rest - and tailor any of these suggestions to fit the culture of your own group!

Does your group have an amazing Elections Team?
Share your tips with other Alliance member groups on how to succeed! Email us at Team@CAGrassrootsAlliance.org and put *Elections Team Success* in the subject line!

- **Identify someone to be a team lead, or (ideally) two people to be co-leads.** Co-leads should meet to plan - just with one another, or also with another group leader who can help get things launched.
- **Decide how much of your Elections Team to the lead(s) will design, and how much to co-design with other vols on the team.** When you meet to plan your team roll-out, you can choose to structure most of what you're doing, or you can choose to bring options to your team and decide together. There's no one right way! Some groups want to offer a lot of input, others appreciate having more structure from the get-go. The design decisions to make are in the remainder of the bullet points.
- **Select a district (or districts) to "adopt."** Vols often like to work in a single district. This focus allows them to really get to know that district, and to feel a sense of solidarity with the voters in that district. They then feel progressively more comfortable talking to voters, and feel a real sense of ownership, and motivation to win. However, your vols might also be motivated to work in multiple districts because they have ties to more than one, or they prefer to work wherever they are most needed at the moment. It's up to you!
- **Decide on what activities your group would like to undertake.** Would your vols like to focus only on voter contact? Or only on fundraising? Or both?
- **For teams doing voter contact: decide on the preferred voter contact methods.** Which of the voter contact methods will your vols engage in: canvassing (if you live close enough to a target

district), phone-banking, texting, or postcarding? We share some guidance to help you make this decision - check it out [here](#).

- **Consider supporting your vols to move up the ladder of engagement from postcarding to phone-banking and/or canvassing.** It is extremely common that vols love to postcard (who doesn't!). There are many vols who "stick" at postcarding, and aren't interested in the more effective and efficient - and much less costly - types of voter contact. If you'd like to support your vols to branch out to phone-banking and/or canvassing, check out this [section on leveling up](#) volunteer skills.
- **For teams doing fundraising: get skilled up!** Anyone can fundraise! Fundraising is also a great team-building activity - there are *so many ways* to bring talents to the table, and often fundraising involves throwing a party. What could be more fun? For more on adding fundraising to your team's repertoire, jump [here](#).
- **Organize your team into sub-teams that will lead your activities.** Instead of having the Elections Team lead(s) do everything, divide into sub-teams with other vols taking on sub-team leadership roles. For example: Canvassing Crew; Call Crew; or Fundraising Crew. This approach has two advantages: (1) it helps your team stay organized (by creating an order division of labor), and (2) it helps your volunteers develop their leadership skills!
- **Tips for organizing into sub-teams.** If you don't have enough people to head up sub-teams at the beginning, *don't worry!* This is common. Three ways to address this are: (1) don't do too much at once (start out with just one or two sub-teams); (2) a team lead can act as sub-team leads until you find more leaders; and (3) a team lead can act as co-lead or wing-person to sub-team leads at the beginning to help them transition to the leadership role.
- **Entice people to come to an Electoral Team planning meeting by including a postcarding activity.** Everyone loves to postcard! You can offer this as an action along with team planning.

Messaging to attract volunteers to your Elections Team

To recruit volunteers to your Elections Team, you are no doubt reaching out using a variety of methods: phone call, personal email, group newsletter, etc. Here are some ideas for you, as you craft your appeal:

Messaging to attract volunteers to your Elections Team

Make this point:	Because:	And adapt this suggested wording:
Joining the team allows vols to focus their efforts.	Your vols are likely quite worried about the 2024 elections, and are getting appeals from many, many orgs for their money and vol hours. <i>You can help reduce their cognitive overwhelm</i> by letting them know they can feel good about focusing their efforts on a single district (or a few districts) as part of a very intentional strategy to win back the House.	<ul style="list-style-type: none"> • “We know that the road to flipping the House runs through California, and we want to be a part of the effort to take back the House! Our group is concentrating on this/these highly strategic district(s).” • “You’re probably hearing about a ton of ways to use your volunteer time – sometimes that can be overwhelming. Our group offers a way to focus your energy. You can also really get to know this/those district(s).”
Through joining the team, vols can do high-impact work.	Volunteers want to know that they are using their time well: that the specific action they’re engaged in is truly making a difference.	<ul style="list-style-type: none"> • “It’s common to wonder if what we’re doing <i>really</i> makes a difference in these elections. Our group is choosing specific activities to get involved in, because they are the ones that make really excellent use of volunteer time!”
As part of this team, vols can grow their skills.	Volunteers are often lifelong learners, and personal growth is often very important to them.	<ul style="list-style-type: none"> • “We plan to make this team experience rewarding! There will be many opportunities to grow your skills and demonstrate your own personal brand of leadership.” • “What are your superpowers that you’d like to bring to the Elections Team? What skills would you most like to build? What type of work brings you joy? Let’s talk! Together we can find a great role for you on the team.”
As part of this team, vols will help to build durable progressive power.	Volunteers want to know that they are fighting for justice – that they are involved in an effort that is bending the moral arc of the universe.	<ul style="list-style-type: none"> • “Our Elections Team is dedicated to building progressive power for the long term.” • “Together, we’ll do the work to put the gavel into the hands of Hakeem Jeffries, and build our skills so that we’re fired up and ready to go for the next fight!” • “We come from a long line of ancestors who fought for justice; on our team, we’ll keep their work alive.”
As part of this team, vols will find community and have fun!	Volunteers are attracted to—and stick with—activism when they find friends, feel committed to one another, and engage in rewarding work.	<ul style="list-style-type: none"> • “We’ll do important work, but on our Elections Team, we believe that fun is essential!” • “There’s no community like a volunteer community. As they say: ‘come for the mission; stay for the people.’”

Recruit folks to your Elections Team using warm leads - and if you want our help, you got it!

One way to grow the number of volunteers in your group who are working to win House seats is to reach out to people on your mailing list - these might be folks who only get your newsletter, or folks who have come to a few events, to regular participants. These warm leads know your group and are prime candidates to throw down for the 2024 election. Here's a simple approach to turning your warm leads into hot prospects:

- Set up event links for Elections Team meetings, or other events related to your group's elections work (e.g. a postcard party or an orientation to your elections work).
- Write a script for your volunteer recruitment phone-bank (here's a [script template](#) you can adapt).
- Put together a list of people (e.g. from your mailing list; from past event attendees; etc.) that you'd like to reach out to.
- Add their contact info to a GSheet to stay organized (you can make a copy of [this GSheet](#) and adapt it).
- Recruit a few others to help you do outreach!
- Call through the list and get folks signed up for your upcoming event (it's fun to gather for this task - either in person or on Zoom).
- Don't forget to keep following up - there are text and email templates for you in the GSheet.

Does this sound appealing in theory but overwhelming in practice? **The Alliance has a volunteer recruitment fanatic who wants to help you make it happen!**

To get help with calling through your list of warm leads or with adapting the script for your group, email Team@CAGrassrootsAlliance.org and put *Vol Recruitment Support* in the subject line. (Also feel free to reach out if you just want get general thought partnership on vol recruitment.)

And remember, recruiting more vols now means sharing the work with others in the future (AKA a little well-deserved rest and restoration for you!)

Finding or Hosting Great Voter Contact Events

Let's mobilize a winning coalition through voter contact!

You know the drill (because you've been doing it since 2018, and possibly earlier): we get voters to the polls to vote for Democrats by calling, knocking doors, sending texts, and writing postcards - i.e. we GOTMFV (get out the motherf*cking vote)!

We're guessing you're a past master at voter outreach, so we simply offer tips and ideas in a few areas:

- How to think about tradeoffs when you're deciding on what voter contact methods might be good for your group,
- Approaches for focusing on voter registration,
- Finding high-quality voter contact events, and using them to build community within your group, and
- Guidance for hosting your *own* events as a way to build community within your group.

Make good choices! (In life and also in voter contact methods!)

There's no single best way to work with your group to do voter contact; each method has its benefits and drawbacks. It's helpful to think about what criteria are *most important to you and your group*:

- **Effectiveness.** Each voter contact (e.g. one phone conversation) can be expected to raise the likelihood of voting - and the likelihood is large enough to result in a meaningful impact on the vote margin (ideally one percentage point or more). Effectiveness can be measured in "the number of contacts needed to net one additional vote."
- **Efficiency.** Volunteer efforts translate into votes in a reasonable amount of time. Efficiency can be measured in "the number of hours needed to net one additional vote."
- **Engagement potential.** The tendency of volunteers to *want* to engage in the voter contact method.
- **Group bonding potential.** The ability of group leaders to use the voter contact method as a way to bring people together and bolster relationships.
- **Cost (and opportunity cost).** Money that volunteers need to spend to engage in the voter contact method. Cost can also be considered as an *opportunity cost*, because money spent on voter contact could *instead* be allocated to in-district power-building groups. See the [Invitation to Fundraising](#) section to learn more about why donations to these groups is such an excellent use of funds.

It's common to place more weight on certain criteria while discounting others - and volunteers tend to have their go-to voter outreach methods! For example, some love phone-banking because making calls (with a predictive dialer) is *incredibly* efficient, but downplay the fact that many volunteers simply won't phone-bank. Another group of volunteers loves postcarding because it's such a great way to engage people, but downplays the fact that postcarding is not efficient *and* is incredibly expensive (the postage for some postcard programs comes out to around \$500 per one net vote—that is, a vote that would not have happened *without* the postcards).

For group leaders who seek to mobilize a winning voter coalition in 2024, it's wise to be explicit and intentional about the benefits and drawbacks of the voter contact methods they direct their volunteers to.

To support wise decision-making about voter contact methods, the table below shows how the basic methods compare. Rough “ratings” are based (1) on the Green & Gerber classic, [Get Out The Vote: How to Increase Voter Turnout](#) (5th Edition, 2023), where the authors share the results of multiple rigorous meta-studies; (2) the firsthand experience of hundreds of volunteer hours spent phone-banking and canvassing; and (3) selected research cited in the table.

Voter Contact Method	Good to Excellent	Fair to Poor
Canvassing	<ul style="list-style-type: none"> ● Very effective. The gold standard for voter contact is having face-to-face conversations. ● High group bonding potential. Groups can bond in the car while driving to events, canvassing in pairs, and eating out as part of the field trip. 	<ul style="list-style-type: none"> ● Medium engagement potential. Vols are often reluctant to knock on doors (although once people do it they tend to enjoy it more than phone-banking, and some love it). ● Relatively inefficient. May require long car trips. Takes a while to walk between doors. Many people don't open their doors due to the proliferation of Ring (and similar). ● Can be costly: Car trips require paying for gas.
Phone-banking	<ul style="list-style-type: none"> ● Effective. Talking on the phone to a voter is less personal (and therefore less effective) than a face-to-face conversation, but phone-banking results in (on average) one net vote per 36 “connects” (one connect = voter answers the phone and doesn't hang up immediately). ● Highly efficient with a predictive dialer. A caller can make 20-40 connects per hour, so about one-half to one net vote per hour. ● No cost: Free! 	<ul style="list-style-type: none"> ● Inefficient with an open VPB. With an open VPB, vols must dial each number themselves. Most people don't pick up, so it's not uncommon to have only 10 connects per hour (so about 3.5 hours for one net vote). ● Low-to-medium engagement potential. Vols almost never want to phone-bank. With good support and high-quality phone-banks, though, they often learn it's not so bad and can even be highly rewarding. In addition, it's easier to attract new vols when open VPBs are used (this method is less intimidating than a predictive dialer). ● Medium group bonding potential. When vols come together regularly to phone-bank, and when debriefs are well-run, phone-bankers often bond as a group (even when events happen on Zoom).
Texting	<ul style="list-style-type: none"> ● High engagement potential. Texting is not scary, so vols are likely to participate. ● Medium-to-high group bonding potential. Unlike with phone-banking, it's easy to talk with others while texting. This gives a group the opportunity to bond, especially when texting in person. ● No cost: Free! 	<ul style="list-style-type: none"> ● Not very effective. The impact of texting is declining over time – presumably because texting is becoming so frequent. While old studies show effects of up to three percentage points, recent studies show no effect, or effect sizes of 1/10th of a percentage point. ● Efficiency partially compensates for lack of effectiveness. Texters can send thousands of texts per shift. If a vol sends out 2000 texts in a single shift, they could still net two voters using the .1% figure above.

Voter Contact Method	Good to Excellent	Fair to Poor
Postcard-writing	<ul style="list-style-type: none"> • Very high engagement potential. Vols love to postcard! Postcard events are <i>magic</i> for attracting volunteers. • Very high group bonding potential. Because vols love postcarding so much, it's easy to use postcard parties as a way to promote group bonding. It's also easy to chat while writing. 	<ul style="list-style-type: none"> • Marginally effective (but more effective for low salience elections). For a high salience election like the general election in a presidential year, we can expect postcards to have an effect that is somewhere between zero and .005 (one half of one percentage point).¹ Using the midpoint (.0025) as a rough estimate, this translates into <i>400 postcards for one net vote</i>. Donald Green, co-author of Get Out The Vote, says about postcards in this election: "the effects may be declining over time as the method is overdone and targeted voters become indifferent to them.... I don't expect much of an effect this coming fall."² • Low effectiveness translates to lack of efficiency. If 400 postcards are needed for one net vote and it takes 5 mins to write a postcard, that is about 33 hours for one vote.³ • Extremely high cost. 400 postcards = \$204 in postage. We should also consider the <i>opportunity cost</i>. Money spent on postage could also go to in-district groups that build progressive power and can leverage relationships in the community to get out the vote effectively.

¹ A meta-study from Donald Green and two co-authors (Green, Donald P., Thomas Leavitt, and Daniel Markovits, "Challenges that Proprietary Research Poses for Meta-Analysis", in Janet M. Box-Steffensmeier, Dino P. Christenson, and Valeria Sinclair-Chapman (eds), *Oxford Handbook of Engaged Methodological Pluralism in Political Science (Vol 1)*) shows the treatment effects for 23 studies to be from .4-.9 percentage points. This translates to between 111 and 250 postcards for one net vote. *Big caveat:* this figure includes *low-salience elections*, when postcards are much more effective. The meta-study shows 14 studies of general elections. For 12 of them, the effect never exceeded a half a percentage point (200 postcards for one net vote) and most were lower (some were zero). Two studies showed effects of about 1.5 and 2.6 percentage points. For special and primary elections, effects ranged from about .6 to 3.4 percentage points.

² Private email communication with Nancy Latham, January 3, 2024. Quoted with permission.

³ The largest study included in the Green et al meta study was from 2020, with 7.7 million voters. It showed an effect of .0007 (.07 percentage points), which equates to 1,429 postcards for one vote, or 119 hours.

Expanding the electorate through voter registration

When we think of voter contact, we're mostly thinking about contacting *registered* voters. But getting *more voters registered* (as Democrats!) can be a critical component of our winning margins. So consider focusing on voter reg activities as part of your Elections Team repertoire.

We recommend two routes to voter reg:

- In-person voter reg on college campuses with CADEM, and
- Using Field Team 6 methods to register Democrats.

Registering College Students with the California Democrats

The California Democrats (CADEM) are hosting voter reg events on college campuses. If your Elections Team has a Field Trip Crew, *and* vols in your group live within 1-2 hours of a college campus, consider adding college voter reg events to the list of field trips your Crew organizes.

Getting *young people in particular* registered to vote is vital:

- We're seeing a generational shift in the electorate. The votes of young people skew highly Democratic, and *when they turn out*, their votes are often decisive.
- The reputation youth have for low turnout is deceptive: the percent is of *the whole electorate, including those not registered*. Looking at turnout as a percentage of *registered voters*, we see the **shockingly high turnout rate of 86% in 2020 among voters age 18-24!** (See slide 3 in [this presentation](#) from [the Civics Center](#).)
- Young voters can be mobilized by high-salience issues that disproportionately affect them, notably: climate change, reproductive freedom, and gun violence.

Go [here](#) to find CADEM voter reg events!

Using Field Team 6 Methods to Register Democrats

Field Team 6 has a laser focus on registering Democrats to vote - check them out [here](#). They are in the process of analyzing their methods to understand more about their own effectiveness. This toolkit will have additional information once some California-specific information is ready!

Dial direct to high-quality voter contact events

To include voter contact activities as part of your Elections Team efforts, you can either (1) connect your volunteers with events that someone else is already hosting, or (2) host events yourself. As usual, there are tradeoffs to each approach:

- Steering your volunteers to existing events is a pretty light lift, **but** you often miss out on opportunities to promote group bonding.
- Hosting your own events supports bonding within your group and offers opportunities for skill-building and leadership development, **but** can take a fair amount of time and effort (and time is perpetually in short supply).

Here we share resources and tips for steering your volunteers to others' events; in the [next section](#) we discuss hosting your own.

Finding High-Quality Events

Not all voter contact events are created equal - some are more effective than others; and some offer a better vol experience than others. The California Grassroots Alliance has developed a curated list of events for you, so you can rest assured that the events are high-quality. The main calendar is [here](#); and click on the **VOLUNTEER** button at the top of each [district](#) page to find links to the calendar for that district.

Links to Event Calendars for Each District		
CA-13	CA-22	CA-27
CA-41	CA-45	CA-47

Building off of Events Hosted by Others to Promote Your Own Team's Bonding

While team bonding is much more straightforward when you host your own events, there are ways to engage with events hosted by others that can promote bonding:

- **Organize team field trips based on canvassing or voter reg events.** Your Elections Team Field Trip Crew leader(s) can invite team members to canvasses or voter reg events, organize carpools, and encourage a meal out together after the event.
- **Set up a text chain among your team members who are on the same Zoom phone-bank or text-bank.** A Call Crew leader can set up a text chain so that team members can share success stories and challenges with one another while they're calling, and ask for trouble-shooting support.
- **Work with the phone-bank or text-bank hosts to see if your team can join their own dedicated team break-out room once the calling has begun.** Having your own break-out room will simulate hosting your own phone-bank, but with all the heavy lifting done by someone else! You can stay on camera and have your own debrief once you're done calling. It's likely that you can set this up simply by reaching out to the phone-bank host (their contact info is available through Mobilize). Also! If you would like support working with an event host to set up a dedicated team break-out room, email us at Team@CAGrassrootsAlliance.org and put *Breakout Room* in the subject line.

Host events as a way of strengthening your own group

Hosting voter contact events are fabulous ways to build community within your own group. Sometimes these events require a lot of time and effort, but some are relatively light lifts. This section shares: (1) some tips for building your community at events; (2) guidance for a light-lift event (postcarding); and (3) guidance for a more labor-intensive event (phone-banking).

Tips for Building Community with in-Person Events

- **Do confirm calls the night before.** Confirm calls not only reduce the flake rate, they let people feel like you really wanted them there, and they feel more welcome!
- **Have snacks.** It's important to have something to nosh on, to create that homey vibe!
- **If any new people are coming, provide name-tags.** Even if just one person is new, make sure that everyone puts on a name-tag so everyone knows everyone else's name.
- **Assign someone the role of greeter.** One person should track people arriving to make sure that they are warmly welcomed. The greeter can make sure people have name-tags if they're needed.
- **Play music (if it's not distracting).** It's nice to have music playing in the background - just be careful if you're hosting a phone-bank. Make sure it's not bothering anyone, and it's probably better if the music is instrumental (no words) and being played pretty quietly.
- **Use an icebreaker (but don't force it).** Gone are the days when icebreakers were only dumb or embarrassing! There are some really great ones - check out this [icebreaker queen](#) for many wonderful options. No need for everyone to give an answer though - just stop when you've run out of people volunteering to answer the icebreaker question.
- **Have time at the beginning to just hang out.** It's nice for people just to say hello and be together before the "business" of the event begins.
- **Send a follow-up email to the group that joined, and make it personal.** You can BCC the email addresses, but it's nice to list everyone's name at the top, writing: "Hello Name, Name, Name..." (you can do it in alphabetical order). You can do this even if many people were at the event! Write something about what made the event special, and shout out people who contributed - they might have brought a delicious dish, had an especially great phone call, helped out by staying to clean up, etc. When you shout people out, they feel seen. Express appreciation for everyone who came, and also express sentiments of "we're all in this together."

Guidance for Running an in-Person Postcarding Event (Light Lift)

Postcard parties are very easy to run; there's no special expertise necessary! These events are great for bringing vols together for bonding time - it's easy to nosh, chat, and get to know one another while writing postcards. Here are a few tips:

- **Use the tips for in-person event!** Since this is an in-person event, all of the tips above will come in handy.
- **Provide postcards.** There are lots of great pro-voting postcards to buy - for example, you can buy them from [Postcards to Voters](#), [Amazon](#), and [Field Team 6](#). Your group might be able to pay for them (ask your treasurer), or you can buy them up front and ask for donations from attendees.
- **Find a postcarding campaign:**
 - **Activate America** sends GOTV messages to infrequent Democratic and Democratic-leaning independent voters. They will be working in CA-13, CA-22, CA-27, CA -41, CA-45, and CA 47 during the election cycle. Campaigns turn over frequently and availability can vary.
 - You can request address downloads of up to 250 addresses online [here](#).
 - Spanish language post carding may also be available by request.
 - Contact Johanna Wald (Johanna@activateamerica.vote) or Anna Martin (annamartin@activateamerica.vote) for questions or more information, and also to have your group added to the "A-Team:" Activate America's support group for team leaders.
 - **Field Team 6.** Registers new likely Democrats in our target districts.
 - Establish an online address order account [here](#).
 - Contact Sharon Lord Greenspan (sharonlordvox@gmail.com) with questions and to be added to Field Team 6's Slack workspace for postcard support and campaign information.
- **Make sure you have several scripts printed out.** People can share their scripts. Have a few printed out to get people started. People can also copy off of a completed postcard.
- **Have colored pens, highlighters, and white-out.** Encourage people to make their postcards colorful, and have white-out handy to correct mistakes.
- **Encourage people to write as neatly as they can.** You might share a few very neatly written postcards for people to emulate.
- **Ask people to donate for stamps.** Put out a jar to ask for donations for stamps - it's a good rule of thumb for people to pay for each postcard they write (stamps now cost \$.53 - so \$1 for every two postcards would be good). People also might take their postcards home and mail them themselves.
- **Help postcarding live up to its reputation as the "gateway to activism."** Consider using your postcard party as a way to introduce other voter contact methods. See the [Level Up section](#) for more details.

Guidance for Running a Phone-Bank on Zoom (More Labor-Intensive but Very Rewarding!)

Running your own phone-bank is not the only team-building option for your call crew! [As we shared above](#), you can use phone-banks run by others to create a team phone-bank experience for your people.

But if you want to use phone-banking as a way to build community among your volunteers, here are some resources to get you started!

Step 1: Get Psyched!

Check out (and be inspired by) the incredible kids on this webinar: [School's out, phone banking is in: Learn how Sunrise teens and twenty-somethings created fun and welcoming phone banks that made 6.2 million dials](#). The name of their call crew says it all: Force To Be Reckoned With ❤️ If these whippersnappers can do it, so can we!

Okay, now that you're psyched, here is a [phonebank host toolkit](#) you can refer to as you get ready to host your own phonebanks! It includes:

- Minimum competency checklist for phonebank hosts (figure out what you need to know and have in order to host your own!)
- Develop a relationship with a phonebank liaison (from an org like CADEM, Activate America, or Grassroots Dems HQ; they can share resources like a dialer link and training slides)
- Put together a robust phonebank host crew
- Develop and support your phonebank host crew
- Set up and prep for your phonebank event
- Hosting: the fun part! (Includes a sample run-of-show (management agenda) for the phonebank)
- Follow-up after the phonebank (good follow-up helps you build a consistent volunteer crew that keeps coming back!)

Leveling up Volunteer Skills

Why it's mission-critical to have two-way conversations with voters

Imagine what would have happened after 2016 if thousands of us across the country had not stepped up. If we hadn't gotten in the streets, on the phones, and on the doors. In this grim alternate reality, there's no Blue Wave in 2018. There's no trifecta in 2020. There's no staving off the red wave in 2022.

Want to remember how it felt to win in 2018 by talking to voters?

That was a *huge* moment in The Resistance. We flexed our power and we *got it done*. Check out this [video](#) from SwingLeft to remind yourself of how we threw down in the 2018 elections!

For more wins in 2024 we need to keep building robust volunteer capacity. That means not only *more volunteers*, but also volunteers with *mad voter engagement skillz*. We need a grassroots army with people willing and able to have productive two-way conversations with voters! As the research in our GOTV bible ([Get Out The Vote](#)) says in every edition since it first came out in 2008: *the more personal the contact with voters, the more effective it is.*

Tips for giving loving support to vols to help them climb the ladder engagement (for voter contact)

Check out these ideas for how to give people the support they need as they learn new voter contact skills. See if any of them appeal to you. You can use them to get people psyched, to demystify phone-banking and/or canvassing, and to give people the scaffolding they need to gradually build confidence.

- **Find your phone-banking and canvassing ambassadors and put them to work.** Do you have vols who are already calling and door-knocking? Hallelujah! Shower them with appreciation, and see if you can enlist them in the efforts to encourage others in your group to climb the ladder of engagement.
- **Share some videos to get them in the voter contact spirit.** Take them to church with the [SwingLeft video](#) shared above. Share the joy of phone-banking with the [testimony](#) of these wonderful phone-bankers from Harpswell Indivisible. Offer the “just do it” [perspective](#) from Jon Favreau. (But be sure they know that he's exaggerating when he refers to five people saying “f*ck off” – take it from the person writing this toolkit: I've made somewhere in the range of ten thousand calls and in all that time only *one* person has sworn at me! (And honestly it was pretty funny.)) Get them laughing with this phone-banking [tutorial](#) from Crooked Media.
- **Use postcard parties to help people branch out to other voter contact methods (like phone-banking or canvassing).** People often talk about postcards as “the gateway to activism” – and you can use it that way! Throw a postcard party and do things like: (1) have a member of your Field Trip Crew share info about canvassing trips, and get people signed up for a future field trip; (2) talk about rewarding phone-banking experiences people have had; (3) host a combo postcard party/call party by having some people phone-banking in another room (but within earshot) so that postcarders can start to get the sense that phone-banking isn't as bad as they expect!

- **Offer just a few pieces of information to people about phone-banking – sometimes that’s all they need to shift their perspective.** Usually those who don’t want to phone-bank argue that: “not enough people pick up their phones – it’s a waste of time,” or: “I wouldn’t talk to a stranger, so I shouldn’t expect a stranger to talk to me.” While there are *some* phone-banks that use the traditional method of dialing numbers on a list, *most* phone-banks use “predictive dialing” software. The caller waits while the software dials the numbers in the background, and then connects the caller *only with people who pick up the phone*. Using a predictive dialer means that it’s irrelevant that some people don’t pick up their phones when they don’t recognize the number – *many people do*.
- **Start people out with an Open VPB.** With an Open VPB, the phone-banker has to call each individual number from their phone. Many people don’t pick up. This makes for slow going, but the upside is that it’s not scary when you have so few conversations and you can control your own pace easily. In fact, after a few phone-banks using Open VPB, people often get impatient and *want* to have more conversations. That’s when they’re ready to “graduate” to a predictive dialer!
- **Start people out with a vol recruitment phone-bank.** Another way to start people out is with the best phone-bank of all: calling a list of warm leads to see if you can recruit them to volunteer. The people called are already on our side! They are very likely to be super friendly and to thank phone-bankers for the call. (You might even ask people to join you on a vol recruitment call for your Elections Team – nice way to feed two birds with one seed!!)
- **Let a prospective phone-banker shadow an experienced phone-banker.** A good way for phone-banking to be demystified is to see it in action. If someone who is worried that calling voters is scary sits in on a session with an experienced phone-banker, they will see that it’s really not bad.
- **Encourage people to buddy up on canvasses.** Pair a new canvasser with an experienced one. This is just like shadowing a phone-banker, except easier. A new canvasser can participate in the conversation, with the experienced canvasser taking the lead. After a while the new canvasser can take the lead.
- **Encourage someone to canvass *before* they phone-bank.** It’s easier to have in-person conversations than to have them over the phone. People who have done neither are often nervous about doing both. They can learn to canvass first, and then phone-banking doesn’t seem so intimidating.

Trainings and tip sheets for building voter engagement mastery

Recorded Trainings

There are some really great trainings available for building skills for talking to voters – and they are useful for newbies *and* for those with lots of experience. There’s always something new to learn or a skill to deepen. We highly recommend these:

- [You and the 34%: How to Connect with High-Potential Voters \(Swing Left SF\)](#). This is a training from Swing Left San Francisco on how to use “motivational interviewing” techniques to have “change conversations” with the people who don’t want to vote at all (high-potential voters).
- [You and the other 34% \(Bay Area Coalition\)](#). Another version of the training above.
- [Phone Bank & Canvassing Training for Introverts \(Swing Left SF\)](#). Find your introvert superpowers that help you make authentic connections in one-on-one conversations with voters!

Live Trainings

- **Yes you can(vass) - [sign up for the workshop here!](#)**. Each Tuesday night, the Bay Area Coalition hosts a live training for new canvassers or for people who want to brush up their skills! Introverts welcome; the training is run by an introvert! Discuss how to have meaningful conversations with voters. You’ll leave the call fired up and ready to knock on doors!

Tip Sheets

- [Meaningful conversations tip sheet from the Bay Area Coalition](#). This tip sheet has handy all-purpose phrases for building rapport, tips on how to make sure the voter casts their vote, and ways to have “change conversations” when the voter says things like “all politicians are crooks” or “my vote doesn’t matter.”
- [Active Listening for Phone Bankers from the Swing Blue Alliance](#). Tips will help callers (and canvassers!) to listen carefully and demonstrate a genuine interest in the person they are talking to.
- [Five Tips for Phone Banking from the Vote Save America Community](#). Tips include handy phrases and how to stave off anxiety and enjoy yourself.

Guidance for talking to voters: basic and advanced!

COMING SOON

In the meantime, from the Bay Area Coalition: <https://linktr.ee/bac.messaging.library>

Invitation to Fundraising

Why fundraise?

When volunteers throw down for elections, they almost always phone-bank, write postcards, etc. Vols don't usually think about doing fundraising – or if they *do* think about it, their thought is often: “ask someone for money?!? Hard pass” (or similar).

If this is something you might say, allow us a few bullet-points to see if we can change your mind:

- **Be part of the small-dollar revolution.** We're all so used to getting small-dollar appeals that we've forgotten just how revolutionary they are. What, you might ask, is so revolutionary about these shouty texts and emails? (JAMES CARVILLE HERE - I'M BEGGING YOU - THE DEMOCRATIC PARTY WILL IMplode AT MIDNIGHT TONIGHT UNLESS YOU SEND US \$3!!) As ridiculous as they are, these asks are part of a tectonic shift in the resourcing of candidates and progressive groups. The parties (Democrats as well as Republicans) have long been financed by the wealthy and corporations. In the early 2000s, though, MoveOn.org and the Howard Dean campaign learned that massive amounts of money could be raised through online outreach to millions of small-dollar donors. The Sanders and Warren campaigns showed just how powerful this army of small donors was, and were able to raise huge campaign war chests even while swearing off corporate PAC money. Small-dollar fundraising is a grassroots superpower. Listen to Alexandria Ocasio-Cortez: “they've got money, we've got people.” And we have so many people that even with small donations, we can bring the financial lifeblood to serious progressive change. We invite you to take the mantle of small-dollar revolutionary. As Bernie put it during his first presidential campaign:⁴

The only way we take on the Koch brothers and take on the billionaire class, and people who have unbelievable money and power, the only way we can do that is when we put together a strong grassroots movement of millions and millions of people. And that is what I mean by political revolution, and that is what you are involved in today.

- **By channeling resources to in-district, community-led organizations, you will fund vital infrastructure that lays the foundation for achieving Congressional victories.** Each of the Congressional districts the Alliance is targeting has organizations that build power year-round. They engage the community, develop volunteer leaders, and mobilize residents for progressive change. And when elections roll around, they can turn out their constituency because they've developed relationships. A phone call or a door-knock from staff and volunteers working with these in-district organizations is far more likely to result in a vote than is outreach from a stranger from out of district. So the better-funded these groups are, the more community power they build, and the more likely we are to win in the Congressional districts where they get out the vote. [For a compelling argument about why we should channel resources to community-led organizations, watch this two-minute video from the Movement Voter Project.](#)
- **Fundraising is a great team-building activity!** Want a way for your Election Team to bond and learn how to work well together? Organize fundraisers! Often fundraisers are parties – which of course put the “fun” in “fundraiser.”
- **Fundraising uses a much wider range of talents than does voter contact, so more people can bring their mad skillz to the table and shine.** Voter contact is generally about having

⁴ This quotation is from Ryan Grim's 2019 book: [We've Got People: From Jesse Jackson to Alexandria Ocasio-Cortez, the End of Big Money and the Rise of a Movement](#). The very short history of small-dollar organizing, and the argument about its revolutionary nature, also come from Grim's book.

conversations with voters. And while everyone can do that with practice, vols might want to stretch their wings in other areas as well! The type of roles that fundraising can use is vast: party planning (and other types of project management), writing, baking, network-activating, location-scouting, art-making, space-decorating (and cleaning up), graphic design, marketing, outreach to local businesses, and on and on. And while pitch-making is a skill that one or two folks on the team should cultivate, team members can go an entire season without ever making a fundraising pitch!

- **There's a wide range of fundraising methods - it's not all about throwing huge fundraisers.** You *can* throw fundraisers (of many sizes - not all huge), but there are other options, like house parties, personal outreach to friends and family, selling raffle tickets, selling services (e.g. cooking classes), auctions, and more.

Intrigued? Consider adding fundraising to your Elections Team docket - the California Grassroots Alliance can help!

Explore Resources

As you embark on your fundraising adventure, take along our Fundraising Toolkit [coming soon!]. Lots more resources from our partner the [Donor Organizer Hub](#):

- [Two-hour grassroots fundraising workshop](#). This workshop offers a menu of volunteer fundraising tactics and shows you where to start. It also outlines the five steps to build a volunteer fundraising team.
- [Goodie bag of grassroots fundraising resources](#). This includes slides from the workshop, and a bunch of other tools to help get you rolling with building your team!
- [Donor Organizer Hub website](#). You will find more great resources that make fundraising accessible and exciting here!

Discuss at an Elections Team meeting

Decide together if this is something you'd like to do. Take a moment to read and discuss the "why fundraise" section above. If you'd like someone from the California Grassroots Alliance to participate in a meeting and answer questions, Email us at Team@CAGrassrootsAlliance.org and put *Fundraising* in the subject line.

Make plans

As part of your discussion, decide the types of fundraising you'd like to try out - there are lots of options in the Fundraising Toolkit. You might decide to try just one option to get your feet wet, and go from there!

In the toolkit you'll also find planning tools, such as a fundraising planning template and a fundraiser project management GSheet template. Work as a team to fill out the fundraising planning template to get (and stay) organized.

In the meantime, check out the California Grassroots Alliance donation pages!

To identify the best community groups working year-round in the six key House district, we've done the research. Ultimately, we selected grassroots organizations vetted by respected intermediaries (such as Blue Tent and the California Donor Table). We are confident that dollars donated to these organizations will position us to win. Staff at each one are working year-round to empower families, engage with local issues that matter most, and register young people and other high-potential voters. All of this means they can turn out voters at election time.

As you fundraise, you can either donate through our donation pages, or you can set up your own through ActBlue. The Fundraising Toolkit has the pros and cons of each option, and walks you through setting up your own pages (spoiler alert: it's easy!).

To get an idea of what your own pages might look like, explore our donation pages here:

- [Main page showing all six district funds](#)
- [CA-13 page](#)
- [CA-22 page](#)
- [CA-27 page](#)
- [CA-41 page](#)
- [CA-45 page](#)
- [CA-47 page](#)

You can also see how one Alliance member group (Indivisible East Bay) set up their ActBlue page [here](#).

Building Community and Sparking Joy

From the Department of True by Definition: Volunteering is voluntary (i.e. volunteers stick around only because they want to!)

All-volunteer organizations thrive only to the extent that volunteers stay engaged with the group, and they stay engaged only when at least one of these three things is true: (1) they believe deeply in what the organization does; (2) they feel a sense of community with other people in the group; and (3) they enjoy themselves.

Given that in 2024 we will be facing (for the fifth time!) the most important election of our lives - and given the fact that Democrats cannot win elections without the deep involvement of grassroots volunteers - it is imperative that we build thriving groups. We'll do this by supporting relationship-building among members, and by making participation rewarding and fun.

What the Research Says about Relationships in Volunteer Groups

While it may seem obvious that group leaders should build relationships among members as a way of strengthening their groups, this isn't always what group leaders do. Hahrie Han, a political scientist on the cutting edge of the study of organizing, compares the approaches of leaders who do and don't emphasize relationships. In her book How Organizations Develop Activists: Civic Associations & Leadership in the 21st Century, she distinguishes between *high-engagement* and *low-engagement* groups. High-engagement groups build relationships and community with people, and emphasize teamwork (repeatedly creating opportunities for people to work together). High-engagement groups are more successful at retention, better able to mobilize their members (e.g. can get people to turn up for a rally), and have more power.

Supporting relationships and community-building

Building relationships and community depends partly on who's in your group and whether they find people with whom they "click." However, group leaders can also help to create the structural conditions that make relationship-building more likely. Here are a few ways we can do that:

- **Set the tone: be friendly!** This smacks of "everything I need to know I learned in kindergarten" - but the reminder can't hurt.

A personal story about the importance of setting the tone with friendliness

I was a founding member of my local Indivisible group, but I left the leadership team and then the group after about six months. I'd expected to make friends there, but instead the tone of leadership was imperious and emotionally cool. Disappointed and sad, I turned to our statewide California network where I stumbled into working on a rally with leaders from two different groups in other cities. They were warm and welcoming, and we laughed together a *lot*. Meeting them led me to meet a few other leaders from around the state. We all bonded during those heady, early days of Indivisible (and we're still close). And then, once I had that friend-group support system, I could return to my own Indivisible - and was able to hang in there long enough to find my people there too. It all worked out, but I stuck around only because of a few random encounters leading to close relationships. Looking back, I can't help but think that if our group had had leaders setting a friendlier and more inclusive tone from the beginning, our group would have retained more early members.

- **Welcome people as soon as they join.** If people come to an event for the first time, or even sign up and don't come, reach out by phone and/or email to welcome them to the group. Ask them about how they came to you and what they'd like to do, and see if you can get them signed up for an Elections Team role!
- **Do one-on-ones.** A one-on-one is a conversation in which group leaders get to know group members. They learn about the member's values, and what really motivates them. These conversations help to deepen the member's ties to the person they speak with, and - by extension - to the group. The conversation also supports the member to take a next step to climb the ladder of engagement. Here's a five-minute [video](#) from Indivisible National on the art of a one-on-one (along with a [handout](#)), a 12-minute [training and one-on-one demo](#) from Sunrise, and [some thoughts](#) from famous organizer George Goehl on curiosity as an important ingredient of a one-on-one.
- **Appreciate your volunteers!** Volunteers - by definition - spend their time and energy on the group. Thank people in person as well as over email and text. Shout out your volunteers in group emails, newsletters, and meetings. You can even create regular appreciation routines, like volunteer spotlights, "volunteer of the month," etc.
- **Revisit the tips for building community with in-person events.** Jump [here](#) to review the tips - but they are basically very simple things like having name-tags and greeting people as they join events.

Sparking joy

Activism is serious business, but should also be fun! Of course much of what supports building relationships and community will also lead to fun. Here are a few more ideas:

- **Organize social events and/or make sure (at least some of) your events have a social component.** We all need downtime to just get to know each other without having to run off to knock doors or similar. Always reserve time to just connect at meetings or other events, or tag on social time (e.g. a lunch after a canvass before heading home). It's also great to have purely social events sometimes, and if you're an Indivisible group, you have an allotment of up to \$1000/year of "IndivisiGather" funds to spend.
- **Have food at your events.** Food at meetings inevitably leads to chatting.
- **Do icebreakers.** Don't forget to consult the [icebreaker queen](#) for fun ideas!
- **Incorporate art into your activism.** Art moves people in unique ways, and some of the best activism has had an artistic component. Here are a few resources for inspiration: [The Art of Activism: Your All-Purpose Guide to Making the Impossible Possible](#); a wonderful training from Indivisible, [Activism in Overdrive: How to Use the Powers of Art to Have Real Impact](#); and the online [Beautiful Trouble toolbox](#).

We want your tips for building community and sparking joy!

Do you have some community-building and joy-sparking magic that you'd like to share? If yes, we'd love to add it to this toolkit (giving proper credit, of course!). If you'd like to see your tips added, please reach out to us at Team@CAGrassrootsAlliance.org and put *Magic* in the subject line.

Tracking your Progress to Bolster Collective Self-Confidence

The power of making progress visible

In 2012 – before I was an organizer – I made calls from home with an online tool for Barack Obama. What I remember most vividly is the counter at the top of the page, logging each conversation I had. As it slowly ticked up, it gave me a sense of accomplishment, and a desire to keep going. But way better was the counter next to it that logged the calls from all of us who were using the tool at the same time. That number rocketed upward, and over the course of just an hour it rose by hundreds of thousands of calls.

It was thrilling.

There I was alone on my couch, but I didn't feel alone – I felt a kinship with thousands of unseen others across the country, calling with me. I was part of something enormous, and we were *all throwing down together*.

That thrill I felt was *collective self-confidence*. The legendary organizer George Goehl (former director of People's Action) says in his second [Letter to a Young Organizer](#):

If it feels like you have the weight of the world on your shoulders, it makes sense. These are heavy times, and you are an organizer. Still, this weight is not yours alone, I hope you know that.

Our responsibility is to build a base, develop people, win things, and contribute to something larger. That is not easy, and it is more than enough. Doing this, along with lots of others doing the same, is exactly what we need.

George is talking about advocacy campaigns, but this applies to electoral work too. He goes on to say:

*In the introduction to *The Populist Moment*, the historian Lawrence Goodwin names a handful of qualities of impactful social movements. One that always struck me was reaching a state of “collective self-confidence,” where a large enough group of people believe we are in fact going to win.*

One of our goals at the California Grassroots Alliance is for the volunteers in our network member groups to have – together – that sense of collective self-confidence: to feel in our bones that we are all contributing to something larger, to know that we are taking action with lots of other people doing the same, and to believe that we are going to win.

In 2012, all this came from a humble tracking tool at the top of a webpage, and we want everyone in our network to feel that way in 2024! So we're making a dashboard available to all our member groups where your volunteers can log their voter contact:

- **It counts the voter contact your group is doing.** As your vols log their contact, it aggregates across vols and updates in real time.
- **It's incredibly simple to use.** Your vols simply click on a link at the bottom of the dashboard and log their contact in a Google Form.
- **It's fast.** The first time a vol fills it out, it might take 1-2 minutes to get familiar. After the first time, it takes 10 seconds (we're not kidding!).

Try it out!

Your group's dashboard will look something like this:

DEMO GRASSROOTS GROUP'S DASHBOARD: Voter Engagement to Flip District XX!						DAYS UNTIL KEY ELECTION DATES	
DIRECT VOTER CONTACT TYPE	NUMBER OF:	Running Totals	Goals	Progress toward Goals		Beginning of Primary:	Beginning of General:
In-Person Voter Reg	Voters Registered	36	50	72%	<div style="width: 72%;"></div>	34	277
Canvassing	Doors Knocked	353	1,000	35%	<div style="width: 35%;"></div>		
Phonebanks	Calls Made	227	1,000	23%	<div style="width: 23%;"></div>		
Textbanks	Texts Sent	10,525	20,000	53%	<div style="width: 53%;"></div>		
Postcard-writing	Postcards Sent	2,367	3,000	79%	<div style="width: 79%;"></div>		
Letter-writing	Letters Sent	20	100	20%	<div style="width: 20%;"></div>		
Want to log your voter contact in 10 seconds? Click HERE for the logging form.							

This is a live demo! Try it out [here](#) (by clicking on the [logging form](#) and entering fake numbers).

More great features of the dashboard:

- **We will tailor the dashboard to your group.** We'll list the types of voter contact you're doing (or might do), help you think through your goals, and your goals to the dashboard.
- **The dashboard has goal-setting guidance.** The dashboard has a tab with guidance about how to decide on your goals.
- **You can adjust your goals.** We'll give one person in your group edit access so that you can adjust your own goals – e.g. adjusting them upward as you recruit more vols to phonebank!
- **If there is enough uptake of the dashboard by groups, the Alliance will develop Alliance-wide dashboards for each district that count the voter contact *that all member groups are doing together*.** So not only will your volunteers get a dopamine hit as they see how their voter contact contributes to your group's overall work, but they will see how they are contributing to voter contact with many other groups!

Incorporate a dashboard into volunteer engagement, because visible progress toward goals sparks joy!

Making progress visible by tracking data will enhance the gratification volunteers feel: the human brain has a reward system that releases the pleasure hormone dopamine when we progress toward (and achieve) goals.

We recommend that you send out links to your dashboard every time you email your Elections Team, review it and celebrate progress at Elections Team (and full group) meetings, and share it out in newsletters!

Request your dashboard!

If you're sold on the idea or if you have further questions before you decide, reach out to us at Team@CAGrassrootsAlliance.org and put *Dashboard* in the subject line. Our dashboard ninja will be in touch soon!

Resource Hub

Whaddaya got?

This resource hub:

- Compiles in one place all the resources that are hyperlinked throughout the toolkit,
- Includes additional resources for your exploration pleasure (denoted by an *), and
- Organizes by topic.

Enjoy!

Key California Grassroots Alliance website links + getting in touch

- [Website](#)
- [Six critical districts](#)
- [Link to join as an Alliance member group](#)
- [Main page showing all six district funds](#)
- Write to us at Team@CAGrassrootsAlliance.org!

Volunteer recruitment

- [Call script template for reaching out to warm leads](#)
- [Vol recruitment tracker template \(in GSheets\)](#)
- *[Recruitment Starter Pack](#), from Indivisible National
- *[Group Builder Guide](#), from Swing Left
- *[Volunteer Recruitment Guide](#), from Swing Left

Durable power in our groups: building community and sparking joy

General

- *[How to Keep Your Group Motivated](#) (includes section on building community and recognizing members for their work and skills), by Indivisible National
- A gazillion wonderful icebreakers from the [icebreaker queen](#)
- *[Kahoot!](#), a fun online trivia game that you can set up yourself with any content – something to do at a social event for your group!

One-on-Ones

- [The Art of a One-on-One](#) (five-minute video), from Indivisible National
- [One-on-One Overview Handout](#), from Indivisible National
- [Training \(with demos\) for how to do one-on-ones](#) (12-minute video), from Sunrise
- [Post on the importance of curiosity to doing one-on-ones](#), by George Goehl
- *[Conducting one-on-ones](#), pp. 7-9 (also includes guidance for leadership development), from ActionNetwork & ActionBuilder.org

Resources on Art and Activism

- [The Art of Activism: Your All-Purpose Guide to Making the Impossible Possible](#) (book)
- [Activism in Overdrive: How to Use the Powers of Art to Have Real Impact](#) (100-minute video), from Indivisible National
- [Beautiful Trouble toolbox](#)

General + Turning out Voter Segments

- The GOTV bible: [Get Out The Vote: How to Increase Voter Turnout](#), by Gerber & Green
- [Video reminding us of how we threw down in 2018](#) to make the Blue Wave happen, from SwingLeft
- [Understanding Youth Turnout deck](#), from The Civics Center

Phone-Banking

Host Resources

- [School's out, phone banking is in: Learn how Sunrise teens and twenty-somethings created fun and welcoming phone banks that made 6.2 million dials](#), from Sunrise and PowerLabs
- [Full phonebank host toolkit](#) (includes the next two resources)
- [Sample phone-bank run of show](#)
- [Phone-bank bingo game](#) to share with your phone-bankers to make calling more fun

Phone-Bank Trainings

- [You and the 34%: How to Connect with High-Potential Voters](#) (a video on how to mobilize people when they don't want to vote), from Swing Left San Francisco
- [You and the other 34%](#), another version of the training above.
- [Phone Bank & Canvassing Training for Introverts](#), a video on finding your introvert superpowers that help you make authentic connections in one-on-one conversations with voters, from Swing Left San Francisco
- [Training deck on the Scale to Win dialer](#) + a few other phone-banking tidbits (CADEM uses the StW dialer), from Organize Everywhere (DNC)
- *[Phone-banking for reluctant phone-bankers](#) (deck), originally from Indivisible East Bay, spiced up by Vote Save America with better graphics and Schitt's Creek gifs
- *[Phone-banking 101](#) (4-minute video), from Swing Left
- *[Effective Conversations with Voters](#) (9-minute video), from Swing Left

Inspiration for Phone-Bankers

- [Indivisibles testifying on the joy of phone-banking](#), from Harpswell Indivisible
- [How Jon Favreau deals with phone-banking nerves](#), from Crooked Media (*Note: he's exaggerating about rude people - the number of people who swear at you is near zero.*)
- [Very funny phone-banking demo](#), from Crooked Media

Tip Sheets

- [Sentence Starters for Meaningful Conversations](#), from the Bay Area Coalition
- [Active Listening for Phone Bankers](#), from the Swing Blue Alliance
- [Five Tips for Phone Banking](#), from Vote Save America

Canvassing

- [Canvassing tip sheet](#)

Messaging to Voters on Key Topics

- [Messaging Library](#), from the Bay Area Coalition

Fundraising

- [Why we should channel resources to community-led organizations](#), (2-minute video), from the Movement Voter Project.
- [Donor Organizer Hub](#): an organization that makes fundraising accessible and exciting!
- [Two-hour grassroots fundraising workshop](#). This workshop offers a menu of volunteer fundraising tactics and shows you where to start. It also outlines the five steps to build a volunteer fundraising team.
- [Goodie bag of grassroots fundraising resources](#). This includes slides from the workshop, and a bunch of other tools to help get you rolling with building your team!
- [CAGrassrootsAlliance.org page showing all six district funds](#)
- [Indivisible East Bay ActBlue page for district 13](#) (for ideas for how to set up your own)

Dashboards

- [Live dashboard demo](#) (try it out!)
- [Logging form](#) (for inputting (fake) data into the dashboard)