

# Raise Your Volunteer IQ to New Heights!!

The challenge to Dems:

False or Incomplete Media Coverage  
Ad Hoc Volunteers  
Limited Donations

When we work with people, remember:

Attributes	Thinking
Behaviors	Light Thinking
Thoughts & Feelings	Deeper Thinking
Values	Still Deeper Thinking
Needs	Deepest Thinking

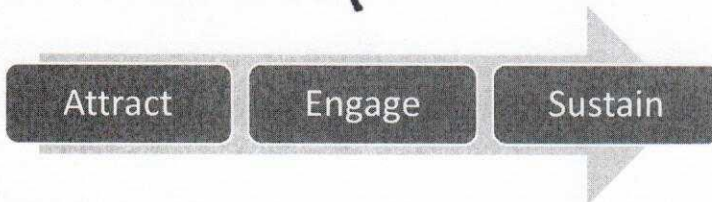
## Frames Define Your Moral World

The driving motivator for volunteers is:  
Self - Interest.

The 4 volunteer types are:

Not Engaged  
Occasionally Engaged  
Partially Engaged  
Fully Engaged

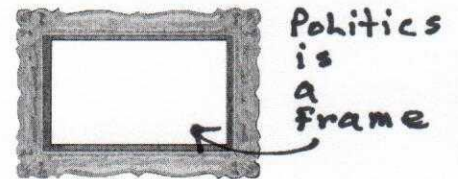
## Volunteer Continuum (From Their Experience)



Notes:



Why is this important?



## Major Premise

“Let us suppose that we were asked for one all-purpose bit of advice for management, one truth that we were able to distill from the excellent companies’ research. We might be tempted to reply....  
*figure out your value system.”*  
*(and then advocate for it!)*

Tom Peters and  
 Roger Waterman

## Research

George Lakoff (UC-Berkeley)  
 Gerald Zaltman (Harvard)  
 Pew Research Center  
 NCVO – Inst. For Vol. Research

## Resources & Books

George Lakoff’s Books  
 Thom Hartmann-Cracking/Code  
 Barry Altland – Volunteers  
 Robert Cialdini Books  
 Scott Wittkopf-Frame/Future



March 24, 2017



## Generational Values

Know the different values of the generations:

Value	Baby Boomers	Millennials
Mission	hip service	Must Have
Independence	Care About feelings	Not A priority
Meetings	Discuss, Discuss	Discuss-Act
Technology	challenged	State of Art
Community	Rotary	Beach Sweep
Family	Family & Friends	Friend Are Family

## Communications

Start: - Focus on Morals & Values  
- Action Projects

Keep On: highlight Dem candidates

Stop: Exclusive Focus on policy discussions

## Meetings

Increase Variety of activities

Make them more Active.

Increase the Fun.

Increase opportunities for expression.

Add music.

## Action Projects:

Meet and then Act.

Use projects to Network.

Connect projects to Values.

Plan 1-3 projects for 2018.

Notes:

## Presenter

**Roe Parker** is a leader with a focus on the future. His leadership roles include serving as a county board supervisor and within the Democratic party. His party experience includes participating as a National/State Convention Delegate and working as a campaign manager/aide-presidential, congressional, state-wide, assembly, and local elections. He lives in the Town of Oregon and is active in Oregon Area Progressives. Roe is the founder of Anderson Park Friends, Inc. As a community organizer, Roe helped pioneer the emergency food pantry and community garden movements in Wisconsin. His memberships include unions, food cooperatives and credit unions. He currently works at the WI Department of Agriculture and is motivated to build resources for victories in 2018 and 2020.

## Resources for Progressives

### TV/Web Streams

- Free Speech TV (Channel on Cable or Satellite Systems)
- Thom Hartmann Show
- The Rachel Maddow Show
- Democracy Now
- Bill Press Show
- Vice News (HBO)

### Web Sites

- Alternet
- Common Dreams
- United for a Fair Economy
- WI Democracy Campaign
- Daily Kos
- Social Security Works
- Huffington Post
- Greg Palast
- Democracy at Work
- Allied Progress
- roeparker.net

### Newspapers (& Web)

- New York Times
- The Guardian
- The Capital Times
- Hightower Lowdown (Newsletter)

### Magazines

- The Progressive Magazine
- The Nation
- Rolling Stone Magazine
- Mother Jones
- Mother Earth News
- New Republic
- The Atlantic

Complete List of Resources/Tools for Progressives:  
<https://www.sas.upenn.edu/~jtreat/progressive.html>