

Building the Wave Through Grassroots Organizing!!

The Challenge to Dems:

- Strangers recruiting STRANGERS
- Fewer people answering their Telephone
- Fewer people at Home when canvassing.
- Inability to motivate other Progressives to volunteer.

Power Is:

- The ability to change other people's Behavior.
- The ability to tell others what the Issues are.
- The ability to tell what the issues mean.
- The ability to tell others who the Good and Bad people are.

Big Ideas About Volunteers!

1. The driving motivator for a volunteer is:
Self - Interest

2. The 4 volunteer types are:

Not Engaged
Occasionally Engaged
Partially Engaged
Fully Engaged

Note: Customize your strategy to the type of volunteer.

3. Understand the Volunteer Continuum

Attract ↔ *Engage* ↔ *Sustain*

4. Understand Volunteer Moments of Truth



Major Premise
People are **persuaded**
by others they know &
trust.

When trust is high,
communication is
easy, instant, and
effective.

Stephen Covey,
7 Habits of Highly Effective People

Research

George Lakoff (UC-Berkeley)
Pew Research Center
NCVO – Inst. For Vol. Research
Robert Cialdini Research

Resources & Books

George Lakoff's Books
Barry Altland – Volunteers
Robert Cialdini, YouTube
Eric Liu, How to Understand
Power, YouTube

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5. Volunteers Say:

- Don't Waste My Time.
- I Want to Shape Things.
- Harvest and Ethic-mater.
- I Want to Know What's Next

6 Deadly Sins of Volunteer Management

1. Expect only announcements to recruit volunteers.
2. Recruit for a big (no timeframe) commitment.
3. Make a generic ask.
4. Treat professionals as "lackeys."
5. Do weak insincere "appreciation."
6. Organizations hire people with few volunteer skills.

Action Projects:

Action projects are small community service projects that appeal to values like conservation or "helping others." They create opportunities to meet new people away from political meetings or events. People who participate generally share the same value with you. Characteristics:

- A. Connect projects to values not politics.
- B. Small scope (2-4 hours or 5-15 people)
- C. Easy to frame the concept.
- D. Easy to plan.
- E. Easy to publicize.
- F. Meet and then act.
- G. Include fun and fellowship at an event.
- H. Get data: names, telephone #, and email.
- I. People feel good-they made a difference.
- J. Project results: Short & long term.
- K. Your benefit: Use projects to network. (Meet new people-know and trust)
- L. Plan 1 to 3 projects during 2019 and spring of 2020.

Lesson: 2019 events "set the stage" for fall 2020 volunteer recruiting for campaigns.

Examples of Mini Projects:

(These are ways for volunteers to get to "know you" and "trust" you and accomplish something (community service). Meeting new people = more power for you!)

1. Develop and toss prairie seed balls.
2. Create Monarch waystations (10' by 10' of soil).
3. Plant trees (Check out Arbor Foundation)
4. Build gardens: rain (low areas) or pollinator types.
5. Collect food for a local pantry
6. Build and maintain a local food pantry garden (Raised bed type of garden?)
7. Clean up a senior citizen's yard (Spring or Fall).
8. Paint a senior citizen's house.
9. Collect prairie seeds (Last week of September or early October.).
10. Hold town halls on women issues (March is National Women's Month)
11. Earth (or Arbor) Day town halls (in April)

Lesson: Assess Your community. Then select an action project. Build on prior action projects.

Presenter

Roe Parker is a leader with a focus on the future and victory in 2020. 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.

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