

**BUILDING BRIDGES FOR AMERICA**

# **Workshop: Unlock Your Political Power**

**Virtual Real Talk Workshop**

Register at [www.BuildingBridgesForAmerica.com](http://www.BuildingBridgesForAmerica.com)



Caz Margenau  
she/her

Boulder, Colorado



Ace/Aro



Single mom



Research Proposal  
Manager for  
climate and  
aerospace



State Lead,  
Colorado for Pete Buttigieg  
2019-2020



<https://tinyurl.com/CO-kickoff>



**TUESDAY  
JULY 14TH 6PM  
VIRTUAL**

**GRASSROOTS  
KICK-OFF  
MEETING**

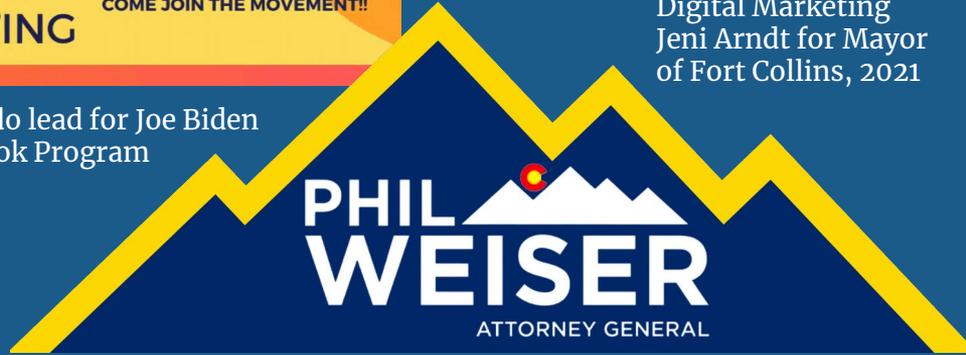
COME JOIN THE MOVEMENT!!

Colorado lead for Joe Biden  
Facebook Program  
2020



**MAYOR JENI!!!**

Digital Marketing  
Jeni Arndt for Mayor  
of Fort Collins, 2021



Finance Committee Manager  
Phil Weiser for Colorado Attorney General, 2021-2022

# BUILDING BRIDGES FOR AMERICA

## Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

## Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

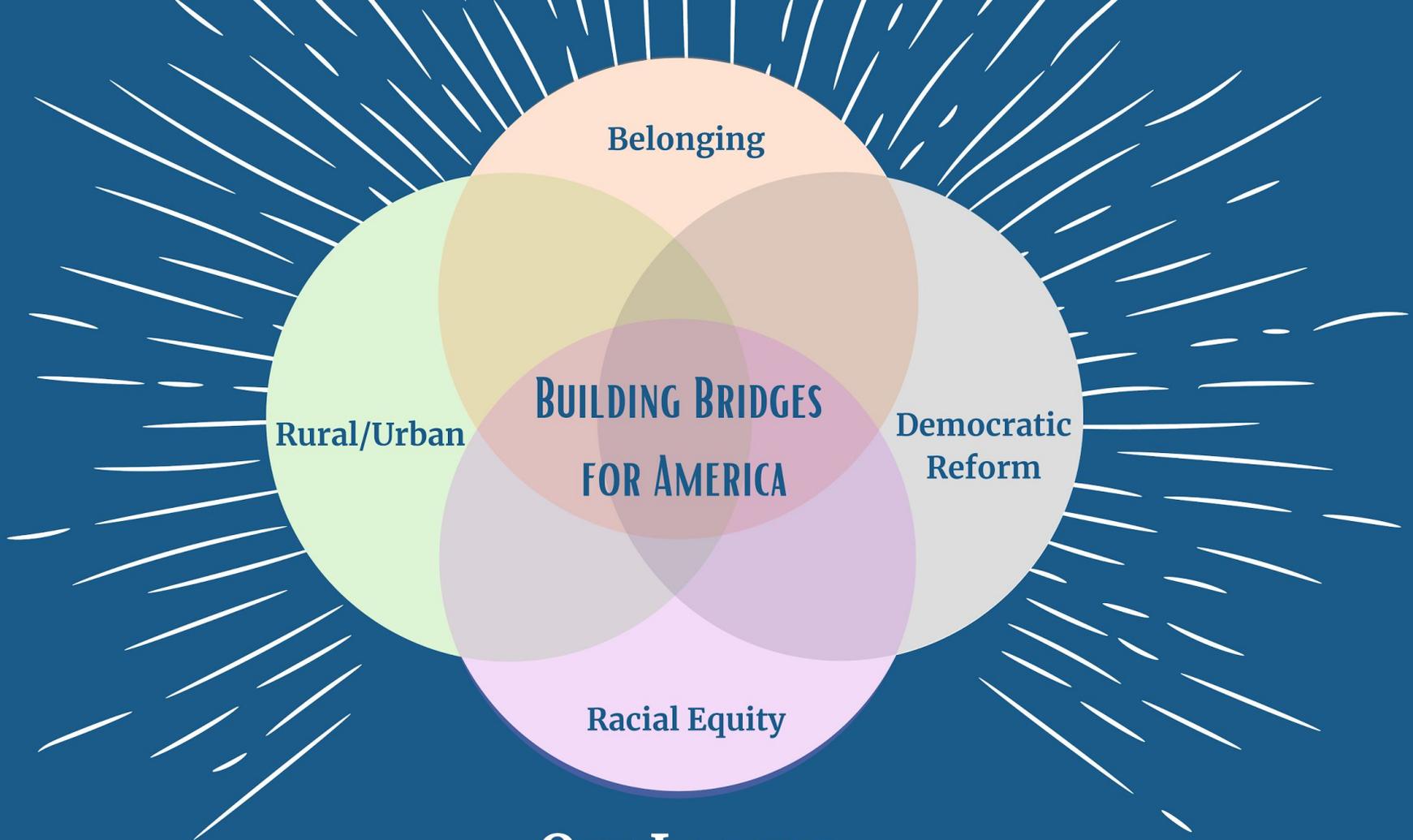
We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

## Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy





Belonging

Rural/Urban

Democratic  
Reform

Racial Equity

**BUILDING BRIDGES  
FOR AMERICA**

**Our Lenses**

# Inform and Engage

## BUILDING BRIDGES TO THE LOCAL



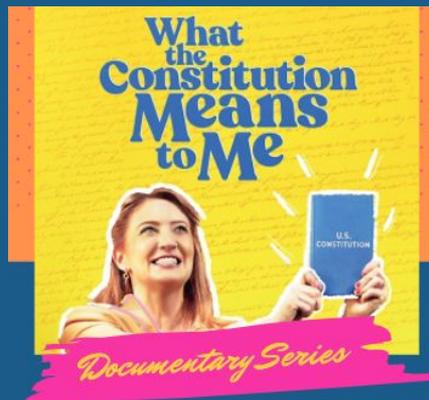
Support  
**Scottie  
McClaney**

City Council District 4  
Birmingham, AL

B.E.A.M. me up!

BUILDING BRIDGES FOR AMERICA

beammeupscottie.vote



[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

# Inform and Engage

Take political action.

Start Here!



Unlock Your Political Power



Say This, Not That



Civics for Everyone



Pop the Disinformation Bubble



[www.BuildingBridgesforAmerica.com](http://www.BuildingBridgesforAmerica.com)

## Building Bridges Real Talk Series

FREE Virtual Training Sessions Every Thursday 8pm-9pm



Handling Difficult Conversations

Facebook Activist to Change Maker

Conversations That Break Through

Grassroots Organizing for Change

Events for Change

Civics for Change

## Building Bridges Organizing for Change Series

Weekly FREE Virtual Training Sessions

[www.BuildingBridgesforAmerica.com](http://www.BuildingBridgesforAmerica.com)

Real Talk sessions are for everyone. The are made for a general audience.

Organizing for Change are sessions for volunteers and grassroots organizers and those wanting to get started.

[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)



# BUILDING BRIDGES FOR AMERICA



Supporting grassroots  
organizers, candidates,  
and causes.

[JOIN US](#)

[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

# TEAM UP WITH BUILDING BRIDGES FOR AMERICA

FIRST TUESDAYS. 8- 9ET

INFORMATION SHARING 8:00PM ET

SOCIAL TIME 8:30PM ET



# What is Political Power?

Who is seen and who is heard.

1. Telling your story.
2. Listening and connecting with people.
3. Engaging others to act with you.



# Workshop Goals

## IDENTIFY YOUR VALUES

Learn how to speak to others by connecting to shared values.

## DEVELOPING YOUR STORY

Using your personal experience to develop your story.

## IDENTIFYING YOUR NETWORK

Step-by-step process to identify and build a plan to talk to voters.



# An example of a conversation

Type in the chat as I tell the story:

1. When I mention the **Child Tax Credit check**-- type **Check**
2. When I mention the core value of **fairness**-- type **Fairness**
3. When I mention someone's or my **feelings**-- type **Feelings**
4. When I **change the subject**----- type **Change**

# Sharing Your Story

Use the common language of personal stories to connect, even with people who disagree with you.

We share: Values. Empathy for people we know. Personal stories.

We do not share: Morality. Logic. Interpretation of facts.

You cannot use these differences to make a connection.

Speak to what is most important to you by sharing a story about how an issue affects you or someone you love.

**DO NOT USE:**  
**FACTS**  
**LOGIC**  
**MORALITY**

**USE:**  
**YOUR VALUES**  
**YOUR STORY**

# Self Reflection

- Step ① **What are your core values?**
- Step ② **Recall a time that you felt one of your values.**
- Step ③ **Share how that values is reflected in a campaign or cause.**
- Step ④ **Why is it important to you that we act and get involved now.**



# What are values?



## Issue

Economic inequality

## Policy

Raising the minimum wage

## Values

Justice  
Equity  
Freedom  
Compassion  
Resilience

DIG DOWN

How does an issue make you feel?

Why do you feel that way?



One person unmute and share:

Name an issue.

How does it make you feel?

Why do you feel that way?

# Self Reflection

- Step ① **What are your core values?**
- Step ② **Recall a time that you felt one of your values.**
- Step ③ **Share how that values is reflected in a campaign or cause.**
- Step ④ **Why is it important to you that we act and get involved now.**



One person unmute and share:

Recall a time you felt an issue personally.

Where were you?

When was this?

How did you feel?

Put us in your shoes, paint a picture.

Who is the last adult person you spoke with?

In the chat:

Type your relationship to that person.

# ORGANIZE YOUR NETWORK

**Start making a list of people you know.**

**Make a plan to talk to each person.**

**Track who you talk to, how they respond.**

**Make a plan to reach out to them again.**







# STARTING THE CONVERSATION

Stay open and listen. You may have to fight your instinct to push back or defend. No matter what they say, you are curious and you respond with “Tell me more about that.”

Then you share your story. You speak about your values and your experience.

You continue to listen and stay open. You make a note of their response. Again, you do not react and get defensive, listen and share.

Now change the subject. You talk about something you have in common.

Lastly, make a commitment with yourself to reach out to them again.



## THE BEST WAY TO CONNECT AND BE HEARD IS FIRST TO ACTIVELY LISTEN.

AN EFFECTIVE ORGANIZERS GREATEST SKILL IS TO LISTEN. TO BE HEARD AND UNDERSTOOD FIRST YOU NEED TO OPEN THE DOOR OF UNDERSTANDING. PRACTICE THESE BASIC HABITS AND SKILLS TO SHOW YOU ARE LISTENING AND WATCH AS THE CONVERSATIONS YOU HAVE GROW DEEPER.

### ACTIVE LISTENING

#### AVOID DISTRACTION

Set your Intention to listening.  
No daydreaming or multi-tasking.  
Remove things, persons or animals that might keep you from paying attention.

#### REFLECT, PARAPHRASE OR CLARIFY

Repeat back what you have heard  
"It sounds to me like you are saying..."

#### PAY ATTENTION

Do not use this time to prepare for a rebuttal.  
Words and phrases like "Oh", "I see", "uh huh" and "hmm" show that you are listening.

#### DO NOT INTERRUPT

Allow the other person to finish what they are saying.

#### USE DOOR OPENERS

Keep them engaged and talking  
"Tell me more"  
"That's Interesting"

#### DO NOT ARGUE

"I can tell you are very upset/frustrated"  
"I know that it has been hard for you to change gears"

### ACTIVE LISTENING

#### REFLECT AMBIGUITY

"So, on the one hand you want \_\_\_ and on the other you don't think you can \_\_\_"

#### LOOK FOR COMMON GROUND

"Where do you think we could find common ground?"  
"Is there one issue here where we do agree?"  
"We agree on this, what else do we agree on?"

#### PAY ATTENTION

Do not use this time to prepare for a rebuttal.  
Words and phrases like "Oh", "I see", "uh huh" and "hmm" show that you are listening.

#### CREATE DISSONANCE

"Tell me (describe to me) what your feeling are on \_\_\_"  
"Can you tell me what is keeping you from supporting \_\_\_?"

#### SHOW EMPATHY FOR THEIR FEELINGS

"I am hearing you say that you are frustrated because \_\_\_"

#### WRAP UP

"Thank you for talking with me."  
"I appreciate your opinion and understand your concerns."



New muscles take time to develop

## Practice

Express curiosity, interest, concern.

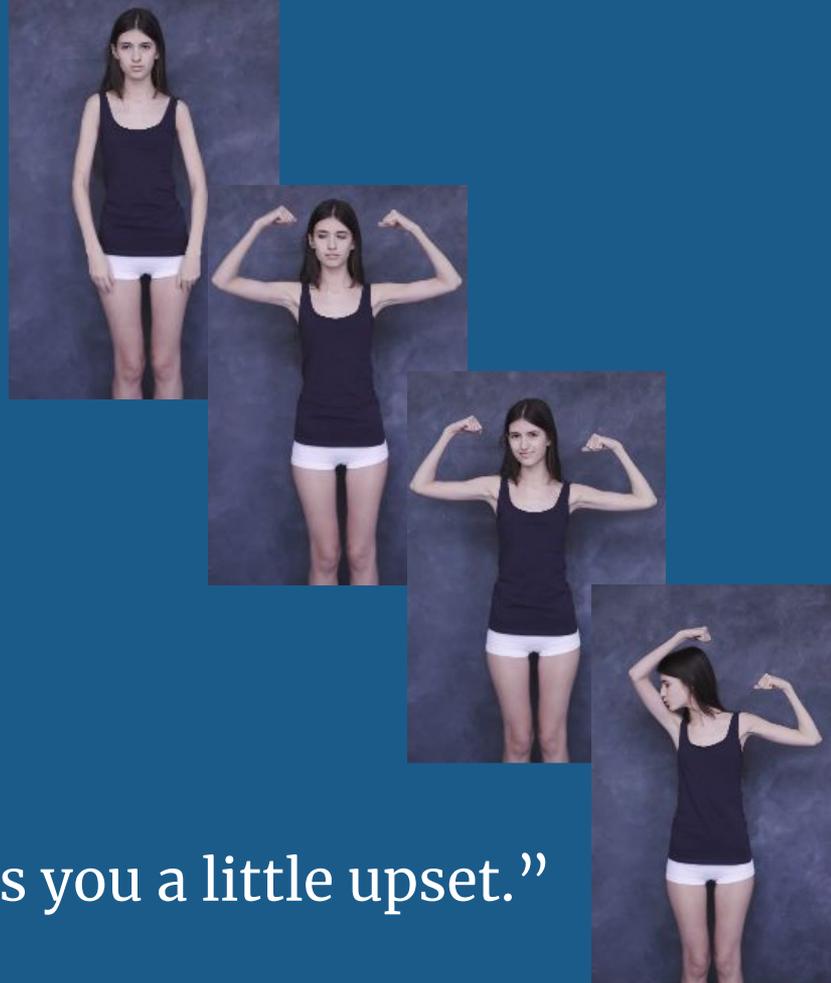
Say aloud:

“Tell me more about that.”

“Oh!” “Mmm hmm”

“And how do you feel about that?”

“It sounds to me like that issue makes you a little upset.”



# ENCOUNTERING TENSION

**Fight your instinct to defend.**

**Ask them, “Tell me more” to get them thinking and feeling for themselves.**

**Do not use facts or logic or morals.**

**The subject of the story should be you or someone they know.**

**Give yourself permission to walk away.**



# AVOID FATIGUE

**Just till the soil, plant a seed,  
and touch on it over time.**

**Limit political talk to 20 minutes  
at a time.**



# OTHER AVAILABLE TOOLS

AVAILABLE AT  
[WWW.BUILDINGBRIDGESFORAMERICA.COM](http://WWW.BUILDINGBRIDGESFORAMERICA.COM)

## REAL TALK: POP THE DISINFORMATION BUBBLE

Timely sessions to understand how people can believe lies and how to use empathy to break through with the truth.

## VOLUNTEER'S TOOLBOX

Ready to print infographics, online presentations and workbooks.

## DAYS OF ACTION

Join Building Bridges for Days of Action throughout the week to support candidates and issues.

## BRIDGES TO THE LOCAL

Support local down ballot candidates throughout the U.S.

## REAL TALK: SAY THIS, NOT THAT

Workshop to understand the importance and how to write effective progressive messaging.

## UNLOCK YOUR POLITICAL POWER WORKSHOP

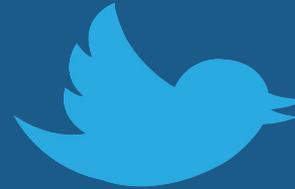
Practice writing and telling your story based in your core values. And work through how to start and work through your difficult conversations.



BUILDING BRIDGES  
FOR  
AMERICA



Give us a follow on social media,  
@buildbridges4america!



Learn more at  
[www.buildingbridgesforamerica.com](http://www.buildingbridgesforamerica.com)

Thank you for joining us.