



BUILDING BRIDGES FOR AMERICA  
presents

## Organizing for Change Series: Facebook Activist to Change Maker

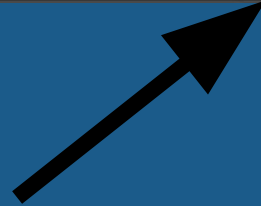
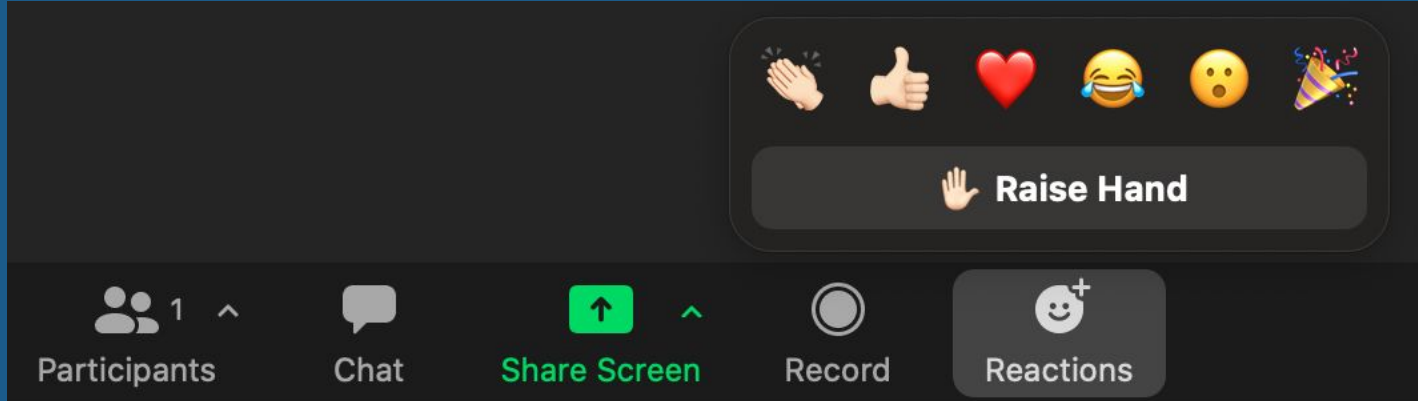
### Virtual Training Session for the Organizer & Activist

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

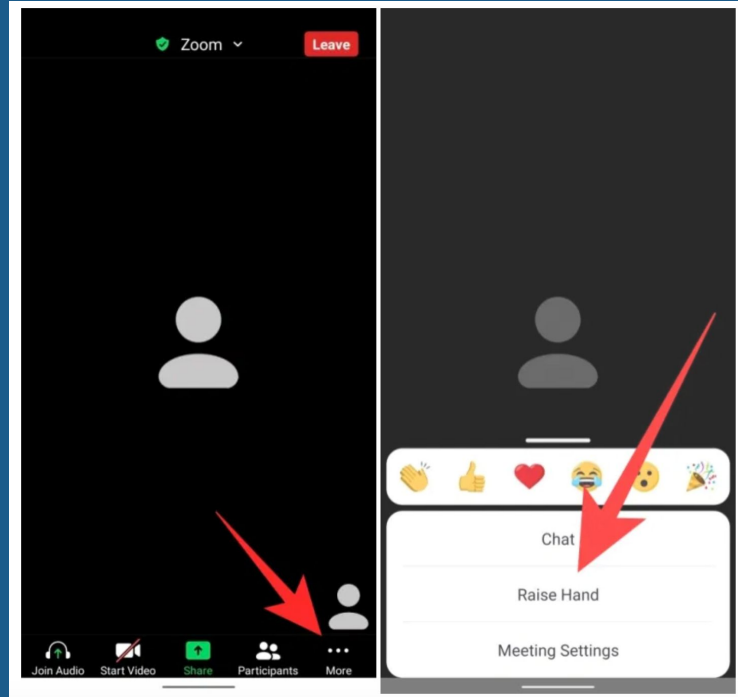
# Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Please introduce yourself in the chat, where are you from, and campaigns you have worked with
- Enter questions and follow-up requests on the chat
- Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!

# Raising Hand on a Computer/Tablet



# Raising Hand on Phone





# 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.

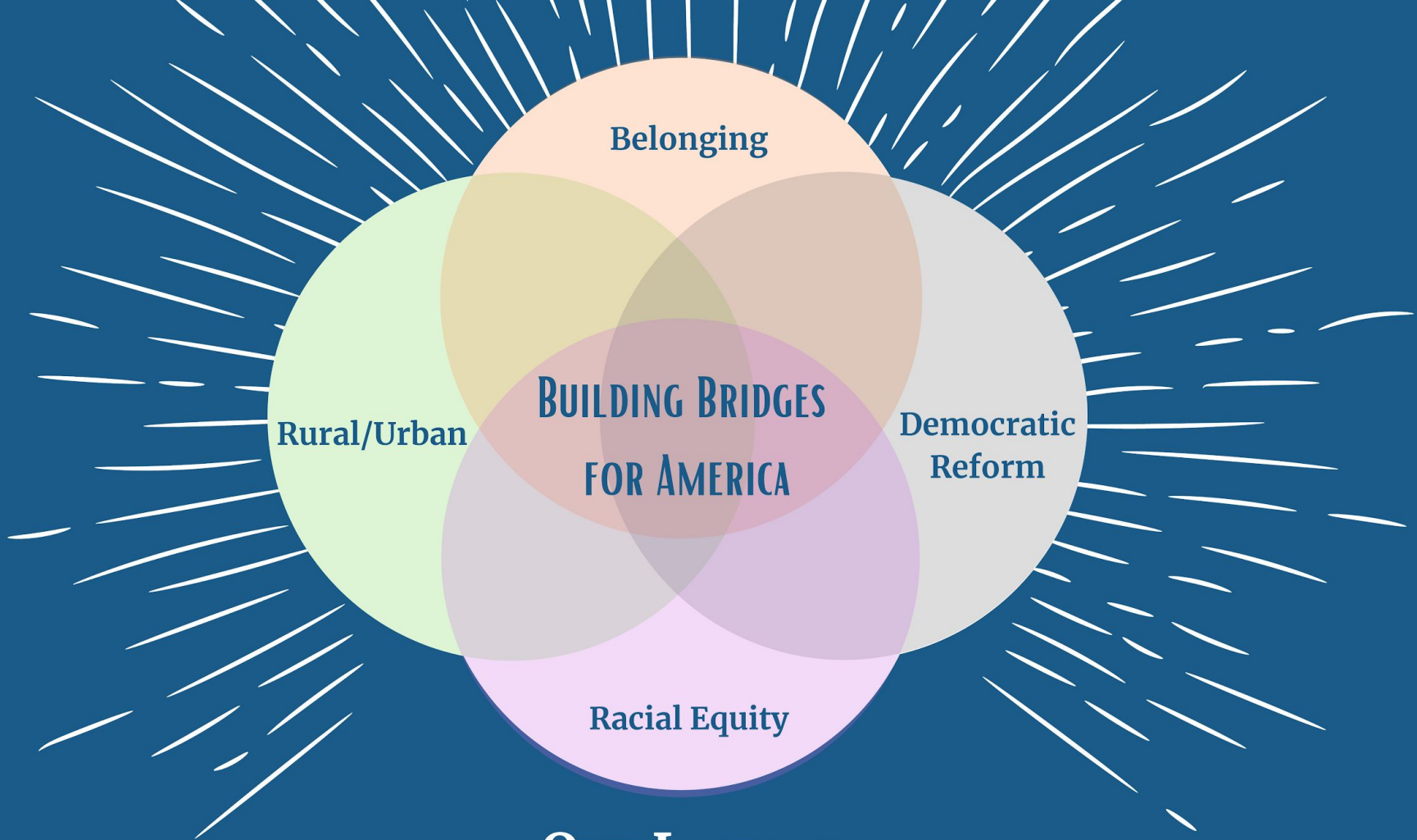
We are committed to the development of a broad and inclusive coalition.

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



**Our Lenses**

# TEAM UP WITH BUILDING BRIDGES FOR AMERICA

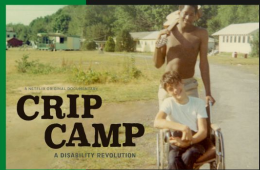
FIRST TUESDAYS, 8- 9ET  
INFORMATION SHARING 8:00PM ET  
SOCIAL TIME 8:30PM ET





# Inform and Engage

## DOCUMENTARY SERIES



Sunday Aug. 22nd

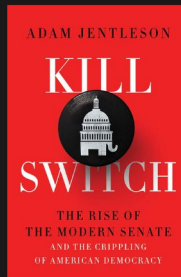
7:30pm EST

Q&A afterwards

Join us for this special event!



"KILL SWITCH" BY ADAM JENTLESON



## BUILDING BRIDGES FOR AMERICA BOOK CLUB

STARTING APRIL 26TH, ORDER YOUR COPY TODAY!

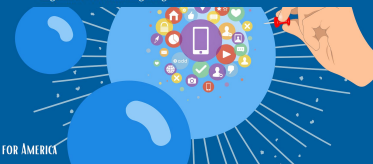
Specific schedule including special guests TBA



## Organizing for Change Series: Civics for Change

Virtual Training Session for the Organizer & Activist  
This Thursday June 3rd, 8pm - 9pm EST

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



## Link: Pop the Disinformation Bubble

Virtual Training Session  
Thursday February 25th 8pm - 9pm EST

## MOVIES & *call to action*

Wednesdays 8pm est

- 8/4 Cool Runnings
- 8/11 Blades of Glory
- 8/18 Touch the Wall
- 8/25 Lords of Dogtown.



EVERY OTHER FRIDAY

## LETTERS FOR A CAUSE DANCE PARTY!

8:00 pm ET

BUILDING BRIDGES FOR AMERICA

FAIR FIGHT  
ACTION

THE TREVOR  
Saving Young LGBTQ Lives



FLORIDA RIGHTS  
RESTORATION COALITION

BUILDING BRIDGES FOR AMERICA




## Talk: Unlock Your Political Power

Virtual Training Session  
Every 2nd Thursday 8pm - 9pm EST

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

# Get Empowered! Trainings:



BUILDING BRIDGES FOR AMERICA

## Real Talk: Pop the Disinformation Bubble

Virtual Training Session  
4th Thursdays 8pm-9pm EST



BUILDING BRIDGES FOR AMERICA

## Real Talk: Unlock Your Political Power

Virtual Training Session  
Every 2nd Thursday 8pm-9pm EST



BUILDING BRIDGES FOR AMERICA  
presents

## Organizing for Change Series

Virtual Training Sessions for the  
Progressive Organizer & Activist

Every 1st Thursday, 8pm-9pm EST

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



BUILDING BRIDGES FOR AMERICA  
presents

## Real Talk Series: Say This, Not That

Virtual Training Session  
Every 3rd Thursday 8pm-9pm EST

# Take political action.

Start Here!



Unlock Your Political Power



Say This, Not That



Civics for Everyone



Pop the Disinformation Bubble

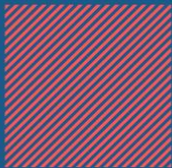


[www.BUILDINGBRIDGESFORAMERICA.COM](http://www.BUILDINGBRIDGESFORAMERICA.COM)

## Building Bridges Real Talk Series

FREE Virtual Training Sessions Every Thursday 8pm-9pm





# BUILDING BRIDGES FOR AMERICA

**From Facebook  
Activist to  
Change Maker**





*About Our Speakers*  
*Jenny Okamoto*  
*Terry Mumford*

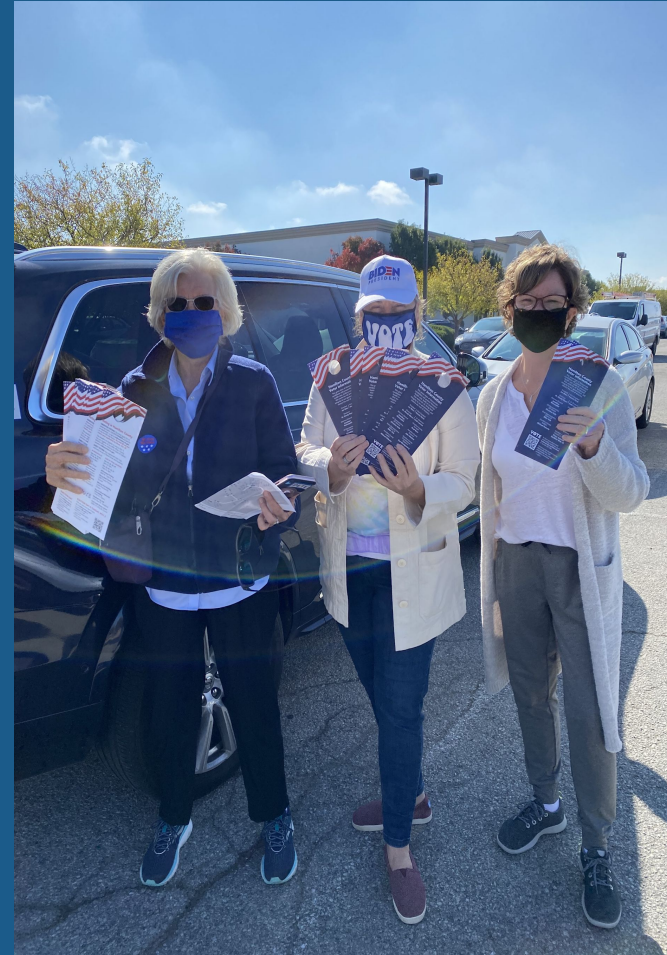


Pete for America  
Volunteer  
Grassroot Lead,  
Indiana for Pete

Indiana for Joe  
Biden, Biden  
Harris

Volunteer Lead,  
Ossoff for Senate

Building Bridges  
for America:  
Steering  
Committee.  
Co-Director,  
Leadership  
Development,  
Lead BB4AM  
Hubs and, BB to  
the WH



# Terry Mumford, Associate Leadership Development

- Partner, Law Firm – Lobbyist and Governmental Benefits
- Associate University Counsel
- Dep. Director, Legislative Services Agency
- Legislative Director, Governor's Office
- Chief Legal Counsel, House of Representatives




# *Let's Get Started*

On Facebook, Twitter, Instagram, even Tik Tok, there is a lot of passion and energy in social media supporting progressive causes and candidates. How should progressives harness that energy and passion?

BB4AM is working to help organizers have the most impact with their social media presence. This workshop addresses how to focus your social media efforts and start developing your communication and engagement strategies.

Later workshops will talk about more technical issues - setting up your Facebook page and using analytical tools.





"Don't let the perfect  
be the enemy  
of the good."

— Voltaire



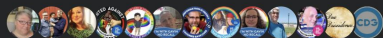
# blue revolution

JOIN US, BEAT TRUMPISM

Group by Blue Revolution

## Blue Revolution

Private group · 98.2K members



Joined ▾

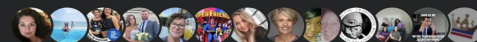
+ Invite

About Discussion Announcements Topics Members Events Media



## Notorious Nasty Women of Indiana

Private group · 55.5K members



Joined ▾

# FAIR FIGHT

fairfight.com



## Fair Fight Action

@FairFightAction · Nonprofit Organization

Learn More

fairfightaction.com

Home About Events Photos More ▾

Like

Message



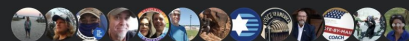
# OHIO for BIDEN HARRIS

Text OHIO to 30330

Group by Joe Biden

## Joe Biden for Ohio

Private group · 27.8K members



Joined ▾

+ Invite

## *Getting Started: Recruitment*

- Dive into who is posting
- Look at other groups
- Positive, constructive posts and engagement





# *Getting Started: Defining Your Organization*

## Focus & Reach

- What do we want to accomplish?
- What makes us unique?
- Who is on our leadership team? What are their roles?



## *Questions to ask your leaders*

- What is your focus – Based on geography, coalition?
- Your why?
- What do you want to fix?
- What does our group have to offer that is different?
- Intersectionality



# *Does Your Page Communicate Who You Are?*

Does your page clearly describe your purpose and focus?

Does it have an identifiable and consistent look?

- Clearly stated mission and purpose
- Clearly stated target membership
- Clear leadership
- Identifiable logo, look, templates
- Posting standards – what is relevant to the purpose and focus?



**Respect**  
**Belonging**  
**Truth**  
**Teamwork**  
**Boldness**  
**Responsibility**  
**Substance**  
**Discipline**  
**Excellence**  
**Joy**

**PETE**



**Respect**  
**Compassion**  
**Faith**  
**Resilience**  
**Empathy**  
**Kindness**  
**Humility**  
**Joy**  
**Inclusion**  
**Dignity**

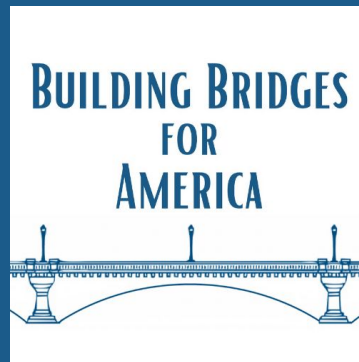
**BIDEN**  
PRESIDENT

*No Malarkey!*

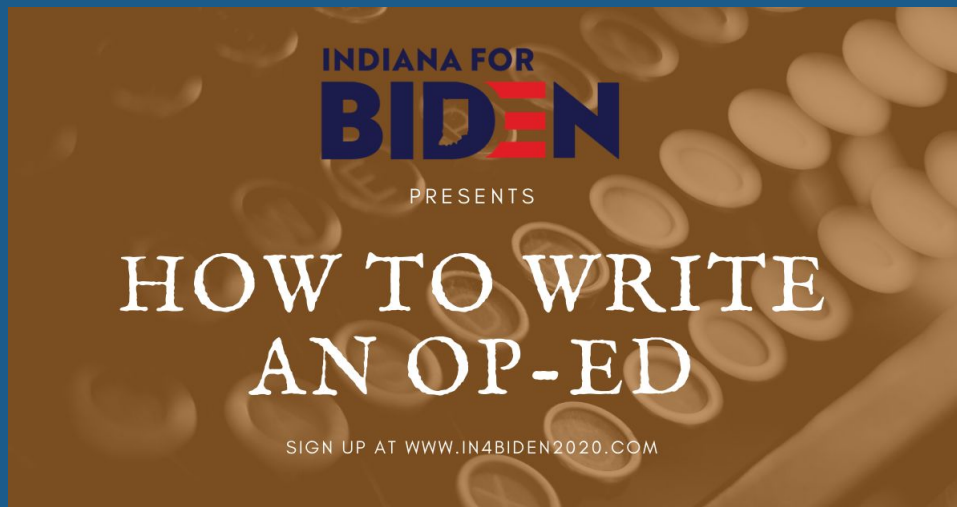
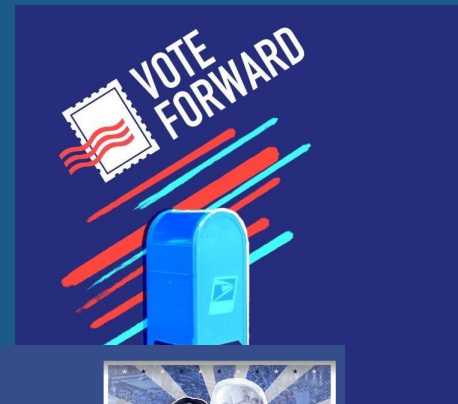
Branding



INDIANA FOR  
**BIDEN**



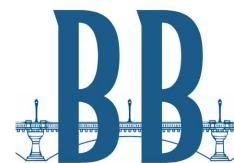
Westchester *for*  
**BIDEN**



# *Is Your Page Valuable to Members?*

Is your page a place to find reliable information? A safe place to express views? a go-to for opportunities to take action?

- Provide resources
  - Messaging
  - Volunteer opportunities
  - Meeting information, e.g., Town halls
- Build your reputation for being the “hub” for engagement - not only during an election.





# *Activate!!*

Your members are the best resources to support important causes, issues, and candidates. Does your page motivate them into taking action and “turn out” to attend events, volunteers, even donate?



# How to activate your members

- Create an authentic voice - focus on your primary issues.
  - Keep your content positive and constructive.
  - Have weekly/daily post for you members to share outside the group
- Share events from outside organizations.
- Follow-up after events
  - Encourage members to post photos of their activities
    - Who went? Who registered voters this weekend? Who wrote letters?

# Member Input

- Poll your members for their interest in
  - Voter contact – Canvassing, voter registration
  - Letter and Postcard writing
  - Phone banks
  - Text banks
  - Community projects (food drives, clean-ups)
- Provide polling results and specific opportunities



# Sample Messaging to Promote

Good news!



“The passing of the bipartisan infrastructure plan - this is the first in decades and will increase job opportunities for every America.”

**Make it personal: What it means to each member**

“I am so excited to see this bill pass, it means that my kids will have clean water. My friend who works in public works has job security, and it will fix dangerous roads and bridges.”

“Thank you for passing a local mask mandate, my brother-in-law is in the final stages of cancer and, if he got covid, we would have less time to spend with him.”

# *Tips for Staying "On Message"*

How can you help your group stay on message? How do you deal with "off-messaging" or negativity?

- From time-to-time, reinforce purpose of group. "A Message from Leadership".
- Adopt rules of the road, such as Pete's rules or Joe's rules.
- Set the example by the types of posts from leadership and by amplifying the posts that meet your standards.
- Educate members on the effective way to share content.
- Do not amplify disinformation.



# *Tips for Handling Disinformation*

How should your leaders deal with disinformation or misinformation – false information?

- Make sure your posting standards address false information
- Educate members – how to avoid amplifying false information
- Be prepared with positive messages and encourage sharing and posting to counteract false information.
- Provide counter messaging and links.

*Encourage members to drop and go! Not engage*



# What's Next?

- Schedule your posts – pick a day, make a plan and create posts.
- The next workshop will address the technical side of setting up FB pages, using analytics, and digital door knocking.
- Attend our session on Disinformation & Progressive Messaging.
- Take it to the next level and join us in learning how to start your own Grassroots Organization!







## Organizing for Change Series: Grassroots Org for Change

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



## Organizing for Change Series: Events for Change

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



## Real Talk Series: Say This, Not That

# OTHER AVAILABLE TOOLS

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

## GRASSROOTS ORGANIZING FOR CHANGE

This session takes you through starting your grassroots organization and presents helpful tools to organize.

## 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.

## DAYS OF ACTION

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

## UNLOCK YOUR POLITICAL POWER WORKSHOP

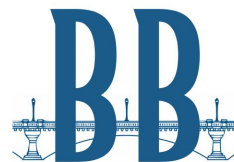
Practice writing and telling your story based in your core values. And work through how to start and work through your difficult conversations.

## REAL TALK: SAY THIS, NOT THAT

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

## VOLUNTEER'S TOOLBOX

Ready to print infographics, online presentations and workbooks.



# BUILDING BRIDGES FOR AMERICA LEADERSHIP TEAM

## JENNY OKAMOTO

Director Leadership Development, Building Bridges  
for America

## CAZ MARGENAU

Director Leadership Development, Building Bridges  
for America

## TERRY MUMFORD

Associate, Leadership Development, Building  
Bridges for America



# Next Steps

**Put your story to work. Build your political power and connect with others who are taking action. Make use of our Volunteer's Toolbox to get guides and other workshops to help you and your group grow.**

## EMAIL

[buildingbridges4america@gmail.com](mailto:buildingbridges4america@gmail.com)

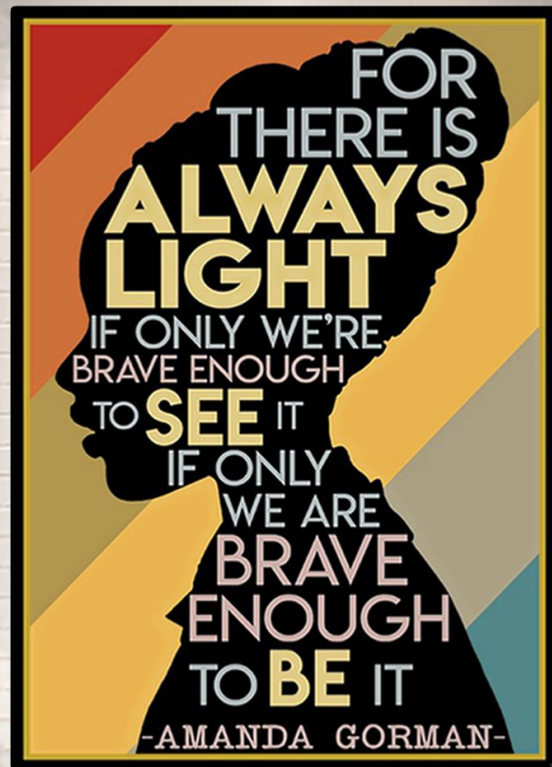
## WEBSITE

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



Give us a follow on social media,  
@buildbridges4america!









# *Discussion - What Works for You?*

## *Question & Answer*