



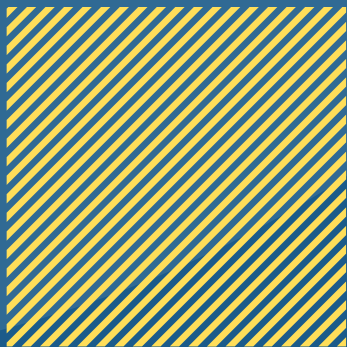
BUILDING BRIDGES FOR
AMERICA

**Unlock
Your
Political
Power
Workbook**

Why is this important?



ACTIVELY LISTENING AND TELLING YOUR STORY BUILDS CONNECTIONS AND CREATES SPACE TO BRIDGE DIVIDES. INTENTIONALLY ENGAGING YOUR NETWORK GROWS SUPPORT FOR PROGRESSIVE ISSUES AND CANDIDATES.



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Unlock Your Political Power



Picture your phone ringing and it is a candidate calling you knowing you can deliver votes or you call a representative to demand action and they answer. Think of a loved one who has lost faith and does not think politics matters or they are lost to bad faith politics and big lies. You are the one who can break through to them.

Imagining watching their eyes light up as you find common ground.

That is your political power. You build that power through your personal story and connections.

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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.



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Sharing Your Story

The best way to convey a progressive message is through personal connections. Using the common language of personal stories will effectively communicate your progressive political feelings to people who disagree with you. Feel empowered to speak from your heart and encourage others to do the same through active listening. This is the challenge of empathetic people to hold together the fabric of this nation.

We share values, we share empathy for people we know, and we all understand personal stories. Our brains form morality, logic, and interpretation of facts differently. You cannot use these differences to make a connection, it will only drive you farther apart. To connect about why you care about an issue, speak to what is most important to you by sharing a personal story about how the issue affects you personally or affects the life of someone you love.

DO NOT USE:
FACTS
LOGIC
MORALITY

USE:
YOUR VALUES
YOUR STORY

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Step

1

What are your core values?

What is important to you? Deep down in your core? That core that drives you is your values.

First, let's distinguish values from issues and policy. Policies enable us to bring those motivating values to life through actions and systems. For example, economic growth for all is an issue, raising the minimum wage is a policy, but what draws you to that issue are your commitments to values, such as justice, equality, freedom, compassion, or resilience.

Dig down and identify and name those values that drive you.

My core values:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY

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Recall a time that you felt one of your values

Describe moments in your life drew you to care about a specific value. For example, if you identify compassion as a core value from seeing it in action in your neighborhood as a child, describe how, when, and where you saw and learned compassion, name how you act on it today and take us .

An experience that made me care:



Step

3

Share how that values is reflected in a campaign or cause.

Example: "The Equality Act gives me the freedom to expand my career and take a job in any state without losing my right to work because I am LGBTQ."

How a campaign or policy helps me:

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Step

4

Why is it important to you that we act and get involved now

e.g. We are at a make or break moment in our country. We do not have decades to wait. The moment compels us to act. We have a chance to get this right.

My motivation to act now:

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Step



Bring it all together using your experience and core values.

My Story:

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IDENTIFYING YOUR NETWORK



The people you encounter in your everyday life are your network. Do not overthink it, include everyone on your list.

— MAKING A LIST

— IDENTIFYING YOUR NETWORK

— NETWORK TRACKER

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Making Your List

USE THE PROMPTS BELOW TO HELP YOU
START TO LIST YOUR NETWORK

THREE PEOPLE YOU
KNOW WILL VOTE

THREE PEOPLE
EASIEST TO TALK TO

THREE PEOPLE YOU
KNOW WILL NOT VOTE
OR ARE NOT REGISTERED

THREE PEOPLE YOU
HAVE NEVER SPOKEN
TO ABOUT POLITICS

THE PERSON YOU WISH WOULD SUPPORT YOUR ISSUE



Starting the Conversation

Last person you spoke to:

Imagine you intentionally made plans to speak with them, and committed to telling them your story in conversation.

Now you are having the conversation. You hold yourself to your commitment and you are ready to tell them your story. To start, you ask them a question then listen.

You ask them, “Did you hear about The Equality Act?”

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THE CONVERSATION



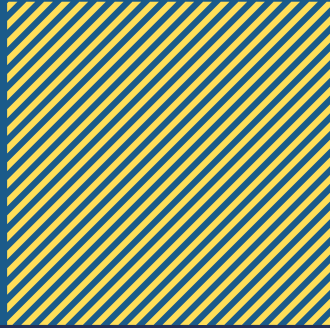
Stay open and listen. You may have to fight your instinct to push back or defend. No matter what they say, you are curious and you respond with “Tell me more about that.”

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.



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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.

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

ACTIVE LISTENING

REFLECT AMBIVALENCE

"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."



YOUR NETWORK TRACKER

[illegible]

OTHER AVAILABLE TOOLS

AVAILABLE AT
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.

REAL TALK: SAY THIS, NOT THAT

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

BRIDGES TO THE LOCAL

Support local down ballot candidates throughout the U.S.

TEAM BB PICKS

Find resources to support your learning journey.

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.

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WEBSITE

WWW.BUILDINGBRIDGESFORAMERICA.COM