



BUILDING BRIDGES FOR AMERICA
presents

Real Talk Series: Say This, Not That

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

Welcome

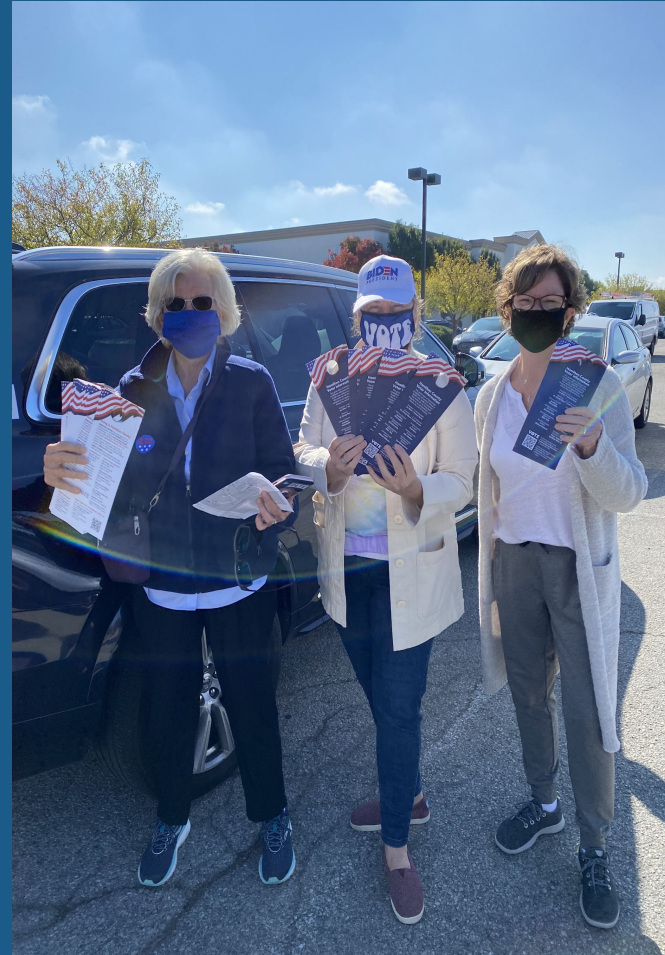
Jenny Okamoto, Grassroot Organizer
Director of Leadership Development

Pete for America
Volunteer
Grassroot Lead,
Indiana for Pete

Indiana for Joe
Biden, Biden
Harris

Volunteer Lead,
Ossoff for Senate

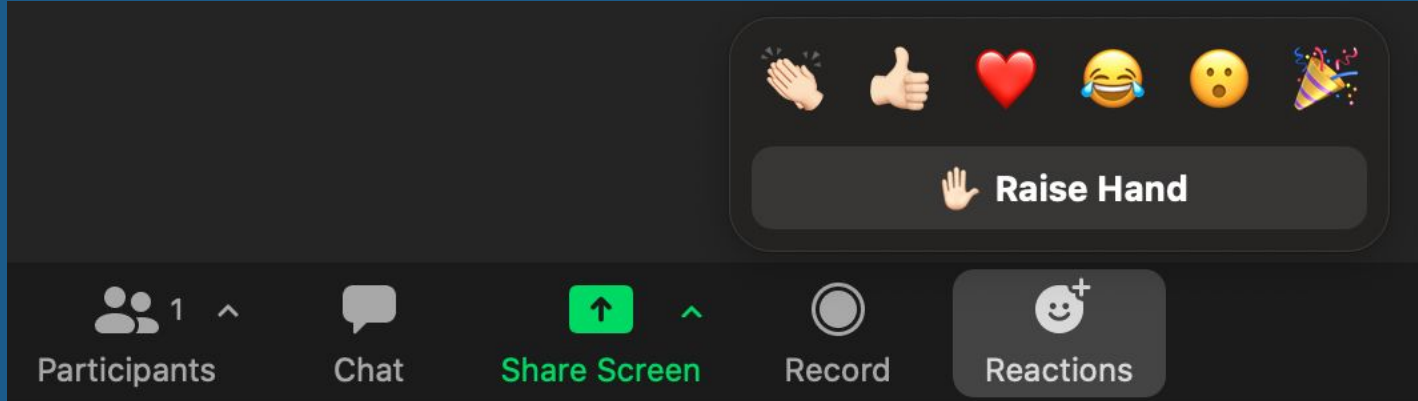
Building Bridges
for America:
Steering
Committee,
Leadership
Development,
BB to the WH



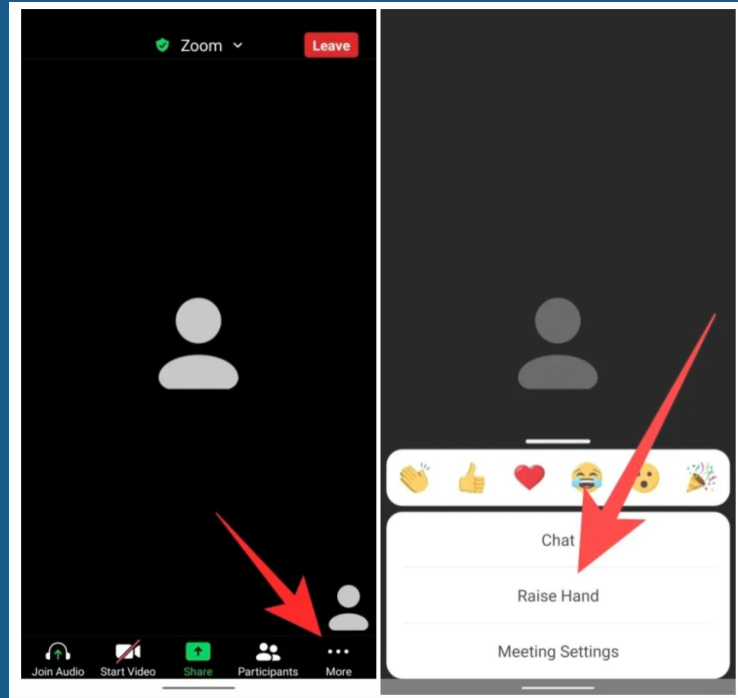
Friendly Norms

- 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.

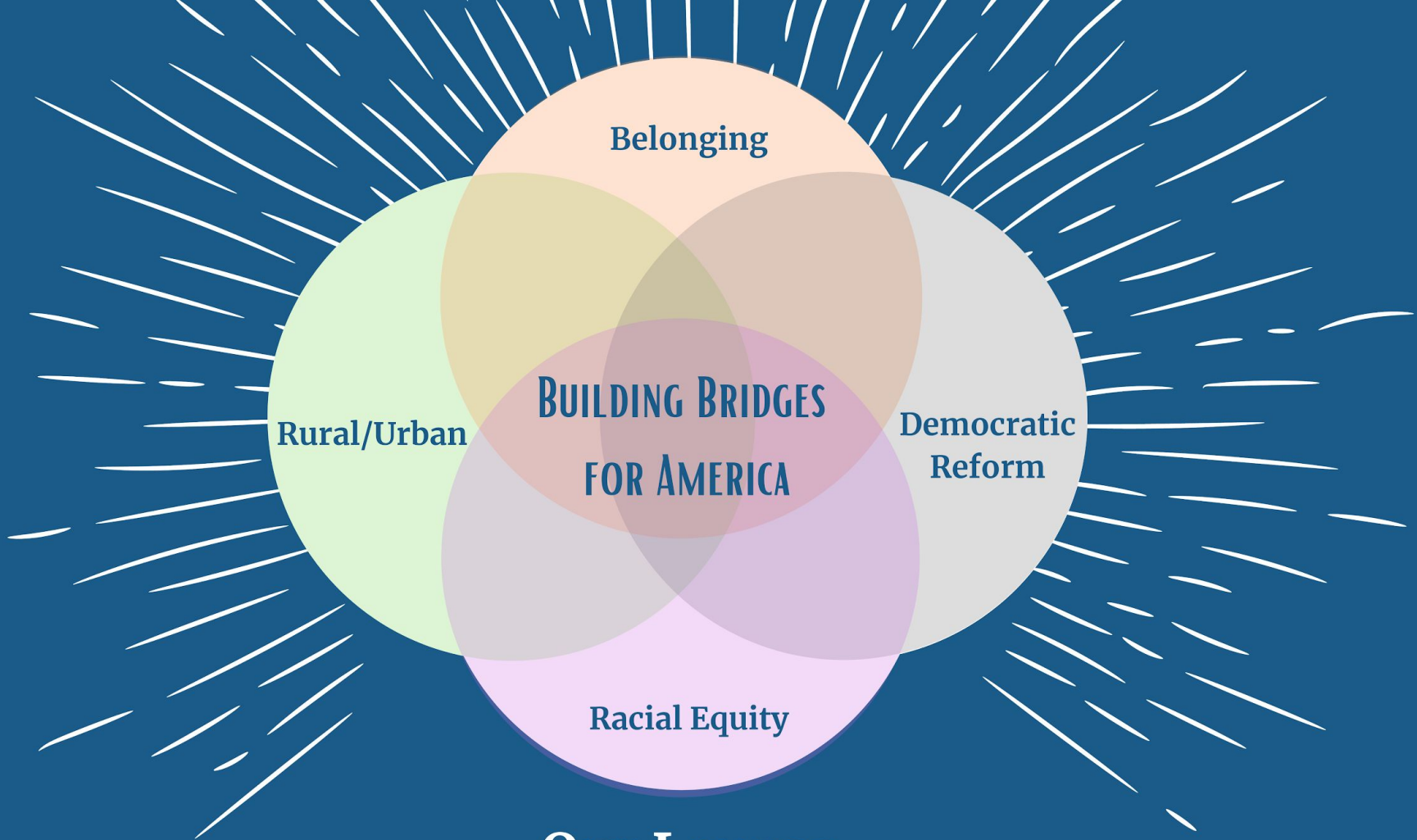
We are committed to the development of a broad and inclusive coalition.

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

Inform and Engage

BUILDING BRIDGES TO THE LOCAL



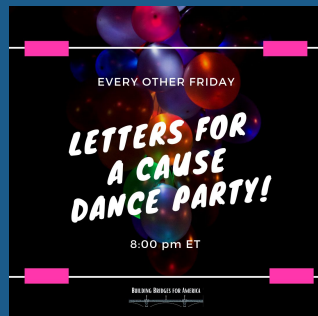
Support

**Marti
Allen-Cummings**

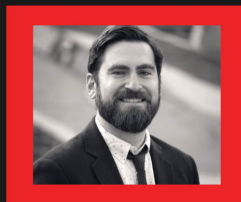
New York City Council
District 7

Activist. Community.
Equality.

martiformanhattan.com

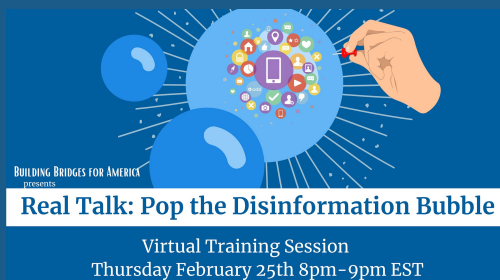


BUILDING BRIDGES FOR AMERICA BOOK CLUB



Join us for a Q&A with "Kill Switch" author
ADAM JENTLESON

Monday, May 24, 8:30 pm ET



Real Talk: Pop the Disinformation Bubble

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



Real Talk: Grassroot Organizing for Change

Virtual Training Session
Every 1st Thursday 8pm-9pm EST

BUILDING BRIDGES TO THE LOCAL



Support

**Scottie
McClaney**

City Council District 4
Birmingham, AL

B.E.A.M. me up!



beamupscottie.vote



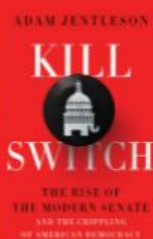
Real Talk: Unlock Your Political Power

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

www.buildingbridgesforamerica.com

BOOK CLUB

Join us for a Q&A
with
"Kill Switch"
author
**ADAM
JENTLESON**



Building Bridges America BOOK CLUB

Join us for a conversation with
Run For Something author & founder
**AMANDA
LITMAN**



Building Bridges BOOK CLUB

Join us for a Q&A with
Author

**DAN
PFEIFFER**

August 10, 8:30 pm ET

"I In-Trumping America"



**PETE
BUTTIGIEG
TRUST**

AMERICA'S BEST CHANCE





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



SCAN ME!

BB VOLUNTEER'S TOOLBOX



BUILDING BRIDGES FOR AMERICA
presents

Real Talk Series: Say This, Not That

Virtual Training Session
3rd Thursdays 8pm-9pm EST

NEW SERIES

For the Organizer or Ready to Organize

**Upcoming
topics:**

Events for Change

*From FB Activist to
Change Maker*

*Building a
Dynamic Social
Media Presence*



NEW! Grab n Go

Print from the website



HOSTING A PHONE BANK

SCHEDULE YOUR EVENT



The best times to phone bank are M-TR 5-8PM, Sat 10-5PM and Sun 10-8PM, shifts can be expanded closer to the election. You should aim to host events on the same day and time multiple times a week. At least two times a week will give callers a chance to attend.

CONTACT THE CAMPAIGN



There are several programs for making calls. From printed to virtual phone lists, online databases and autodialers. The campaign can provide you with access, training, a script, and a representative from the campaign to stop by.

PROVIDE TRAINING AT THE START OF EVERY PHONE BANK



Start off each event reviewing the script, links to resources, background information, and status updates. The goal is to answer callers questions so they are confident making calls. Returning callers can check in, get updates, and get started on their own. Have everyone return at the end of the shift to debrief and share stories and confirm their next shift. Consider assigning "captains" to staff shifts.

BEST PRACTICES



Be friendly, persistent, and set goals for you and your volunteers (i.e. so many calls in a shift). Follow the script, they are tested and proven to work. Remind your callers to **Smile as they dial**. Phone banking is one of the most effective tools to support a campaign and a great chance to connect with the community.

LEARN MORE AT BUILDINGBRIDGESFORAMERICA.COM



HOSTING VOTER REGISTRATION

VOTER REGISTRATION



Voter registration events can be held anytime. Voter registration is a great activity to hold outside of an election year, providing the opportunity to keep in contact with your voter base, serve the community, and generate volunteer interest. Coordinating your voter registration with a holiday or community event will increase participation.

TOOLS TO REGISTER VOTERS



We recommend using an online tool and having voters update their own voter files via their phone, iPad or computer. If you choose to manually register voters it is important know your state laws, forms, timeframes and deadlines. The most comprehensive online tools is willvote.com. Voters can check their registration, update their information, check voting hours, and locations.

BEST PRACTICES FOR VOTER REGISTRATION



- Create signage with willvote.com and use a QR code voters can scan and pull up the web site.
- Have written instructions and details on issues and candidates.
- "Check in" with friends and family and use the opportunity to have them check their registration. "I was just checking my registration and thought of you" "I know you moved recently have you updated your registration?"
- Take action! Have a voter check their registration while they are with them, do not put it off.
- Walk voters who are unfamiliar with technology through the website or app willvote.com.
- Be enthusiastic, energetic, and positive. Have fun!

LEARN MORE AT WILLVOTE.COM &
VOTER HOTLINE AT 833-336-8683

LEARN MORE AT BUILDINGBRIDGESFORAMERICA.COM



HOSTING A TEXT BANK

SCHEDULE YOUR EVENT



We recommend texting between the hours of 10AM and 8PM weekdays and Saturdays, 12N to 6PM on Sundays. Have a schedule of shifts ready for texters to sign up. Texters can report in for their shift get any important updates and receive batches (trenches) of texts assigned to them by the organizer.

CONTACT THE CAMPAIGN



They're a several formats and platforms for texting. Texting programs can offer an option to text through your phone or computer. Texting programs are not free. A campaign will set up a contract with a provider, a list of numbers and prepare questions and answers to send.

PROVIDE TRAINING AT THE START OF EVERY TEXT BANK



During a text bank, texters work through a list of questions and recommended responses provided by the campaign and record answers in the database. Texters should respond to voters within a short time frame or archive them to be answered by another volunteer. Once the conversations and responses submitted the texter can archive the conversation.

BEST PRACTICES



Texting is a great tool when you have a specific ask, need to share resources (i.e. voting locations, times, ride-shares, rsvp for rallies), and reminders to get out and vote. Peer-to-peer texting can feel personal, typically the voters name is auto-filled in the message. One texter can easily reach 500 voters and should plan to follow up with responses in one-hour. Texting is a great way to connect with a more likely progressive demographic.

LEARN MORE AT 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 messaging?

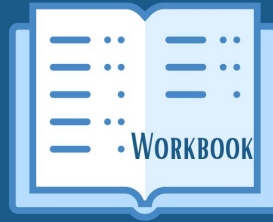
How we
SELL an
issue,
policy, or
candidate.



BUILDING BRIDGES FOR AMERICA

Say This, Not That: Winning Progressive Messaging

Say This, Not That: Winning Progressive Messaging



DOWNLOAD SLIDES



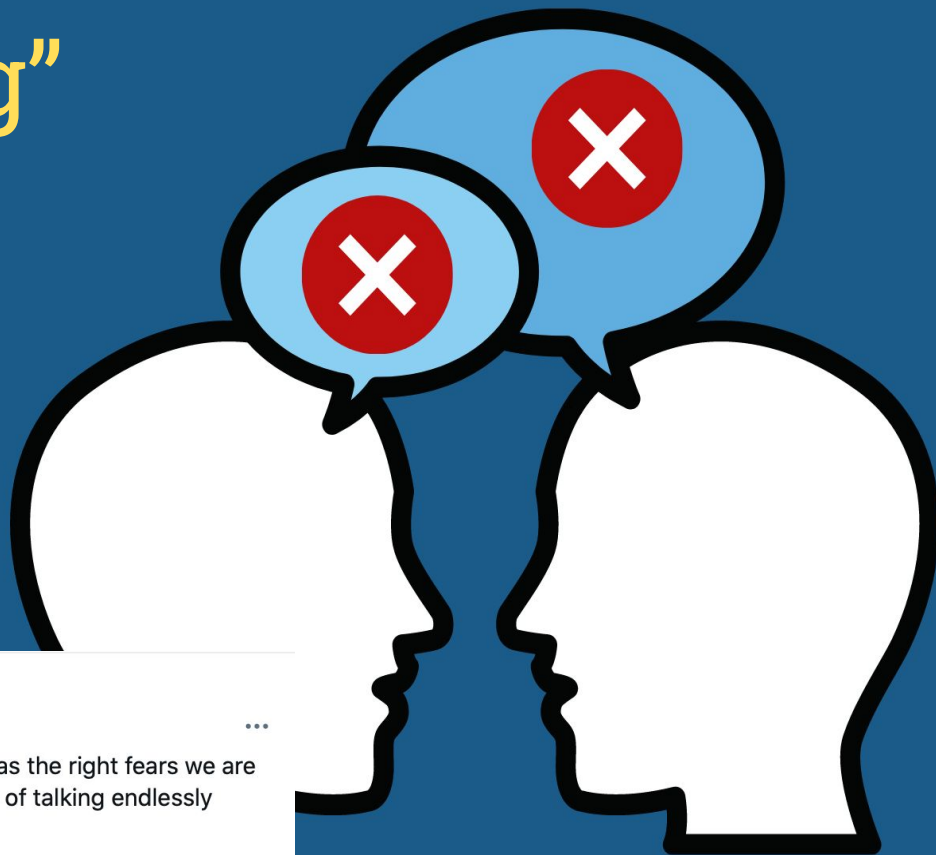


Why is this important?

MESSAGING IS HOW WE
SELL AN ISSUE POLICY OR
CANDIDATE. THE RIGHT
MESSAGING CAN BREAK
DOWN NEGATIVE
NARRATIVES AND BUILD
CONNECTIONS BETWEEN
VOTERS



“Democrats are bad at messaging”



↻ Anat Shenker-Osorio Retweeted

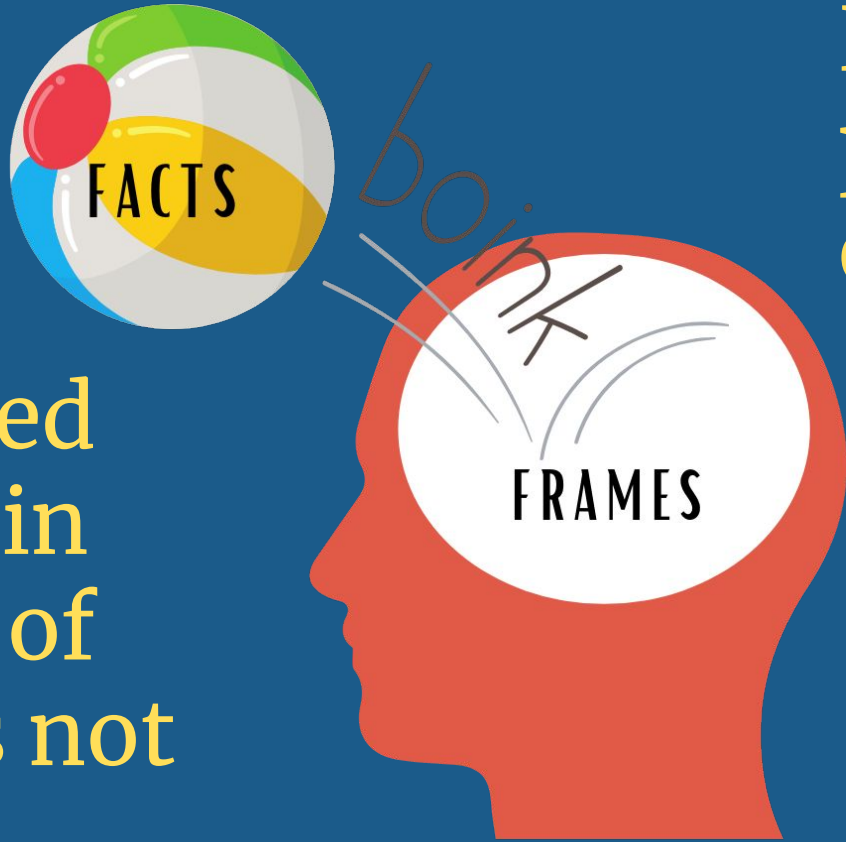


Anat Shenker-Osorio @anatosaurus · Mar 29

...

All I want is for the left to know we're as popular as the right fears we are and to crow about how great our plans are in lieu of talking endlessly about how formidable our opposition.

We need
speak in
terms of
values not
facts.



Democratic
policies help
everyone.



We know it works

UNDERSTANDING AND
CONNECTING WITH OTHERS
ON SHARED VALUES WORKS.

Messaging can change negative narratives

THE RIGHT MESSAGING CAN
CHANGE LONG HELD NARRATIVES

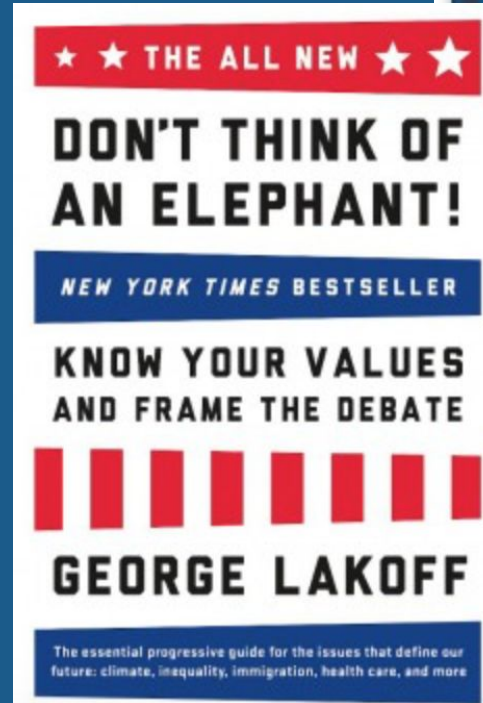


Where Do Frames Come From?

Frames are structures of ideas that we use to understand the world.

These structures shape how we **see** the world.

When you hear a word its frame is **activated** in your brain, the more it is activated the stronger it gets-including when you are arguing against an issue, especially when you use their language.



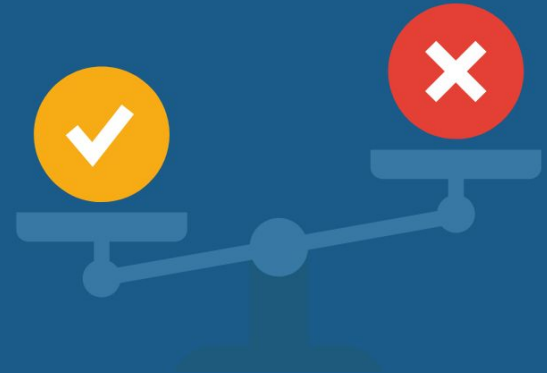
“The nation as the family”, George Lakoff



FAMILY



VALUES & MORALS



NUTURANT (PROGRESSIVE) VS. STRICT FATHER (CONSERVATIVE) FRAMES

NUTURANT/ PROGRESSIVE

- Parents of equal authority
- Caring about each other
- Responsibility to ourselves
and those around us
- Empathy
- Cooperation is necessary

STRICT FATHER/ CONSERVATIVE

- Father is the natural leader of the
family
- Authority
- Liberty
- Individual Responsibility
- Freedom to pursue self-interest
- Success is earned
- “Tough love”



Progressive

“Citizens care about each other and take responsibility for themselves and others.”

Helping other is a responsibility and not contingent on the personal situation or need.

Conservative

“Maximum liberty to pursue their self-interest with little or no commitment to the interests of others”

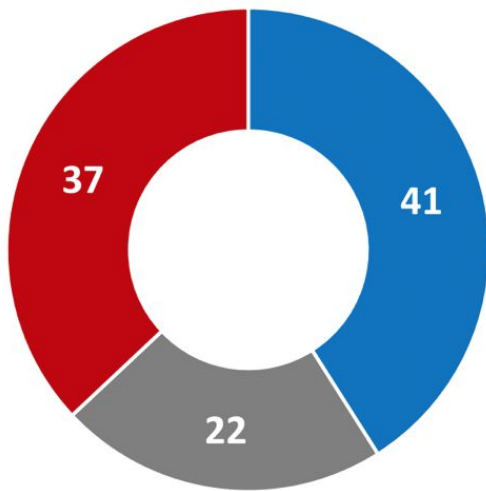
Helping others is a choice and on their own terms.

George Lakoff, *The Little Blue Book*

Which of the following is the primary reason wealthy Americans have achieved financial success?

Wealthy Americans
achieved their success
because they worked
harder than others

Wealthy Americans
achieved success
because they were given
more opportunity than
others



	Worked harder	Given more opportunities
Base	28	56
Persuadable	36	39
Opposition	55	21

BICONCEPTUALS

A person can share both progressive and conservative frames.

A person can be progressive on certain issues (healthcare for seniors) but conservative on others (gun control).

These voters are called "Swing Voters" or "persuadable"

Many of these voters can be persuaded to vote for our candidate or issue if we can connect on shared values.

The goal is to connect with them on our shared values

By focusing where can make a connection and engage in a dialogue based on shared values





Language
activates
frames

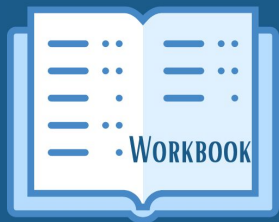
New language
creates new frames

- repetition
- honesty
- integrity
- authentic

Poll Time

What are some frames democrats need
to reclaim?

Type in chat



Step

1

What are some frames you have?

Example: What are some your own values that guide you in how you believe the government should do for people?

Jot down some of your frames:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY

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FOR
AMERICA



WORDS THAT RESONATE

BASED ON FRAMING WE CAN SEE THAT CERTAIN WORDS OR PHRASES WILL RESONATE WITH EITHER PROGRESSIVES (DEMOCRATS) OR CONSERVATIVE (REPUBLICANS AND ACTIVATE THEIR FRAMES

DEMOCRATS

"Justice"

"Equity"

"Invest"

"Moving forward"

"Come together"

"Potential"

"Government for All"

"Belonging"

REPUBLICANS

"Radical"

"Irresponsible"

"Law & Order"

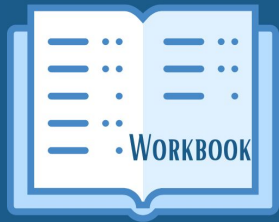
"Rig the election"

"Corrupt Politicians Act"

"Absolute authority"

Distrust of Government





Step 2

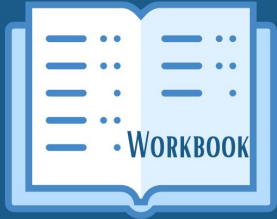
What are some words that connect with you?

You can use the list above and add your own.

List them here:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY





Step 3

List some values you share with conservatives?

Example, we all believe in freedom, and opportunity for everyone to succeed and take care of their family

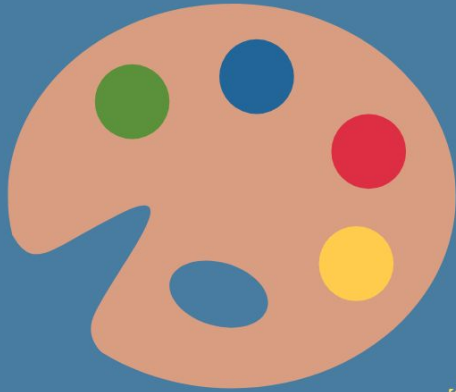
List some shared values:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY



The Art of Messaging

An effective message should:



BE SIMPLE

Use simple words that create images to tell the story and connect to simple ideas.

CONNECT WITH SHARED VALUES

We all have values in common,

BE AUTHENTIC & CONSISTENT

Stick to your progressive values, moving to the right can trigger conservative frames. Stay true to your vision and your values.

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FOR
AMERICA





Simple Words

"I believe all healthcare should be on demand. When someone is saying they need it, they should get it. We don't need to buy into this right-wing framing of what on demand means."

RENEE BRACEY SHERMAN

ordinary
equality

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Virtual Training Session
Thursdays 8pm-9pm EST



**PETE
BUTTIGIEG
TRUST**

AMERICA'S BEST CHANCE

Building Bridges
**BOOK CLUB
READING SCHEDULE**

Week 1 : Introduction &
Week 2 : Chapter 2 & 3
Week 3: Chapter 4 & A

Monday Nights at 8:30 EST

*Stay tuned for special
appearance announcements

INDIANA FOR
BIDEN
**BIDEN'S
Fair
Shot 4
Indiana**

Discussion Series: Racial Justice
Speakers: State Representative & IBLC Chair, Robin Shackelford
& State Representative Vanessa Summers

WORDS THAT RESONATE

BASED ON FRAMING WE CAN SEE THAT CERTAIN WORDS OR PHRASES WILL RESONATE WITH EITHER PROGRESSIVES (DEMOCRATS) OR CONSERVATIVE (REPUBLICANS AND ACTIVATE THEIR FRAMES

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"Justice"

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"Belonging"

REPUBLICANS

"Radical"

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"Law & Order"

"Rig the election"

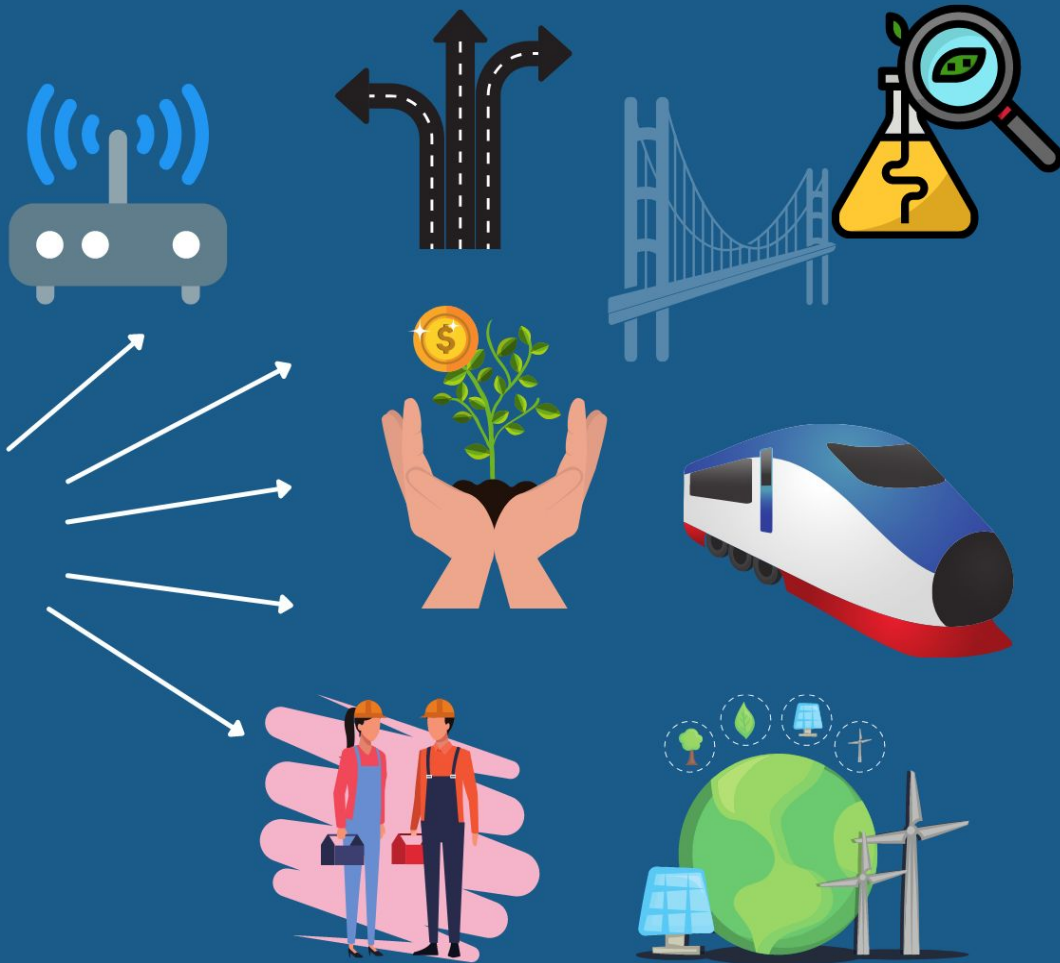
"Corrupt Politicians Act"

"Absolute authority"

Distrust of Government



INFRASTRUCTURE



Emotion Wins Elections

The right words can trigger frames that can evoke emotions.

Many times the GOP will focus on the “harms and horrors” narrative, using words like “radical”, “socialist”, especially with the border “illegal” “invasion”.

Strict Father Model: This assumes the world is a dangerous place, there will be winners and losers, absolute right and an absolute wrong.

The opposite is also true, using words that connect with positive frames can be just as powerful. “soul of the nation” “leadership” “build back better” worked in the Biden Harris campaign.

Nurturant Model: Progressives believe the world can be made a better place, and we should commit to doing our best for ourselves, our family, and community.







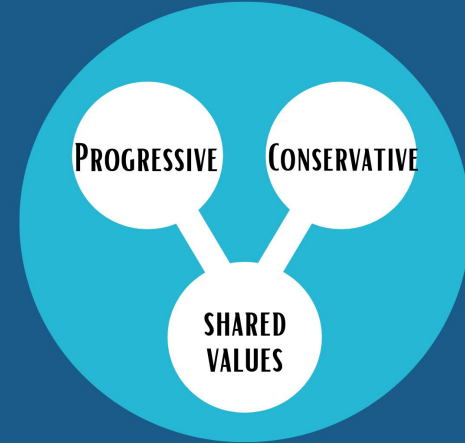
**"WE HAVE TO
CHOOSE
HOPE OVER FEAR.
UNITY OVER
DIVISION.
TRUTH OVER
LIES."**

-JOE BIDEN



Connecting Shared Values to a Message

- Shared Value
 - We can agree...
 - Most of us believe...
 - No matter our...
 - Most of us...
 - Regardless of where you come from...
- Problem
 - Politicians try to divide us...
 - For too long a powerful few...
- Solution
 - Join us...
 - By coming together...
 - We need to pick leaders who..



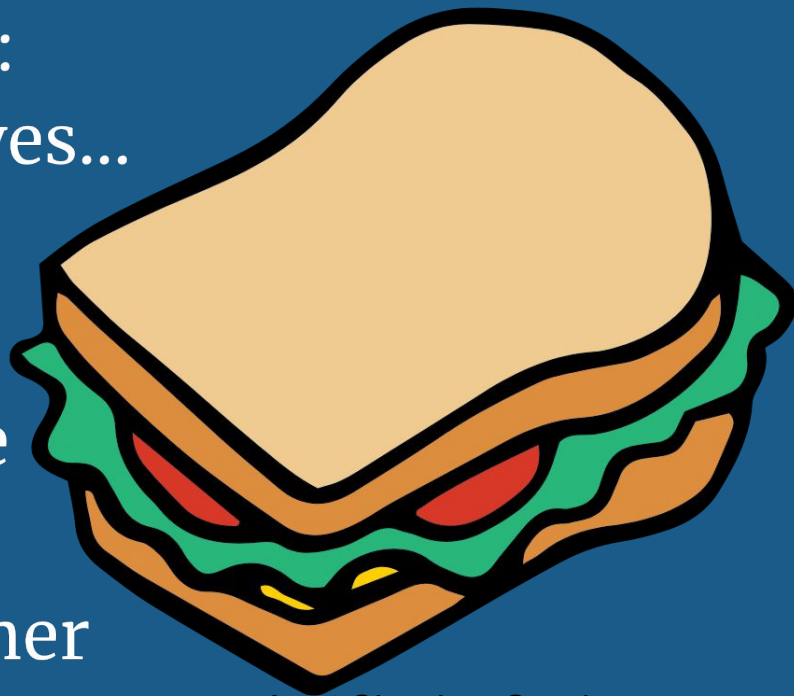
“Give voters something to
vote for not against”,
WayToWin

Messaging Sandwich

Shared Value:
Everyone deserves...

State the Problem:
Expose the dog-whistle

Solution: Solve Together



Anat Shenker-Osorio

It's OK to talk about race.

Discuss race overtly

Most persuadables, among them many whites, feel deep concern about *race*. Persuadables toggle between two contradictory orientations—one that views talking about race as necessary and desires racial fairness and progressive values; and another that hears conversations about race as problematic and orients them toward racial resentment and conservative fears.

Frame racism as a tool to divide and thus harm all of us

Conservatives villainize African Americans, and increasingly Muslims and immigrants, as criminal and undeserving in order to diminish the social solidarity...

Connect unity to racial justice and economic prosperity

When calling out opponents for intentional division, we must provide frequent endorsements for coming together, including references to having done so successfully in the past.



Winning Messages

Let's look at a sample winning message

From <https://wordstowinby-pod.com/police-reform-washington/>

“

America's Strength

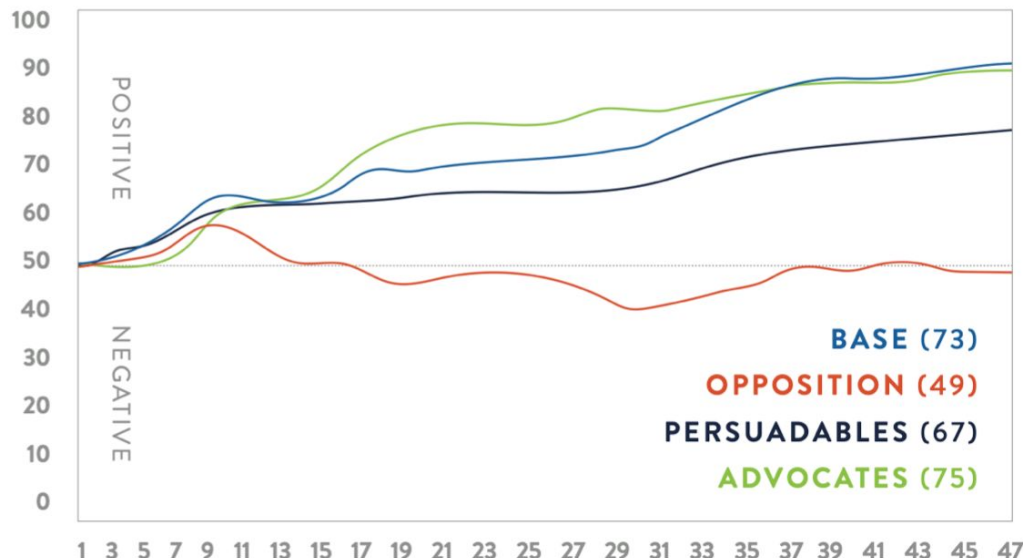
America's strength comes from our ability to work together — to knit together a landscape of people from different places and of different races into one nation. For this to be a place of **freedom for all**, we cannot let the **greedy few** and the **politicians they pay for** divide us against each other based on what someone looks like, where they come from, or how much money they have. **It's time to stand up for each other** and come together. It is time for us to pick leaders who reflect the very best of every kind of American. Together, we can make this a place where **freedom is for everyone, no exceptions.**



“

Working People

No matter where we come from or what our color, most of us work hard for our families. But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening our seniors with cuts to Medicare and Social Security. Then they turn around and point the finger for our hard times at poor families, Black people, and new immigrants. We need to join together with people from all walks of life to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past. By joining together, we can elect new leaders who work for all of us, not just the wealthy few.



Winning Narrative

No matter where we come from or what our color, most of us work hard for our families.

But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening our seniors with cuts to Medicare and Social Security. Then they turn around and point the finger for our hard times at poor families, Black people, and new immigrants.

We need to join together with people from all walks of life to fight for our future,

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By joining together, we can elect new leaders who work for all of us, not just the wealthy few.

Description of Elements

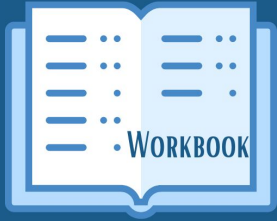
Discusses race overtly and as including everyone

Names racial scapegoating as a weapon that economically harms all of us

Emphasizes unity and collective action to solve problem

Invokes previous cross-racial solidarity wins to combat cynicism

Connects working together to government for all



Step 4

Crafting the Message

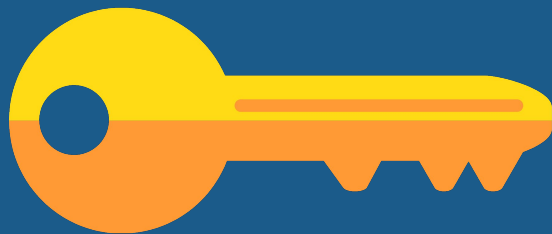
Example: "No matter where we come from or what our color, most of us work hard for our families, but today greedy lobbyists and certain politicians point the finger for our hard times at immigrants, poor people, and black people. We need to join together to fight for our future and elect leaders that work for us."

State the shared value:

State the problem:

State the solution:





Key Lessons for 2020 Congressional Messaging

Study by Way to Win
Waytowin.us

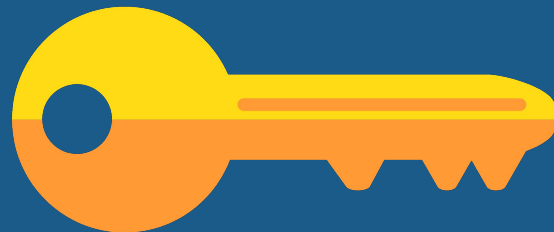
Analysis of 2020 House Broadcast Ads

Credit: "Way to Win analysis of Ad Impact, DailyKos Elections, and Cook Political data by Dan Ancona."

Key Lessons for 2020 Congressional Messaging

Successes

- Held the house
- 50-50 in the Senate
- Dems out fundraised the GOP by 37%



But did we have the right messaging?

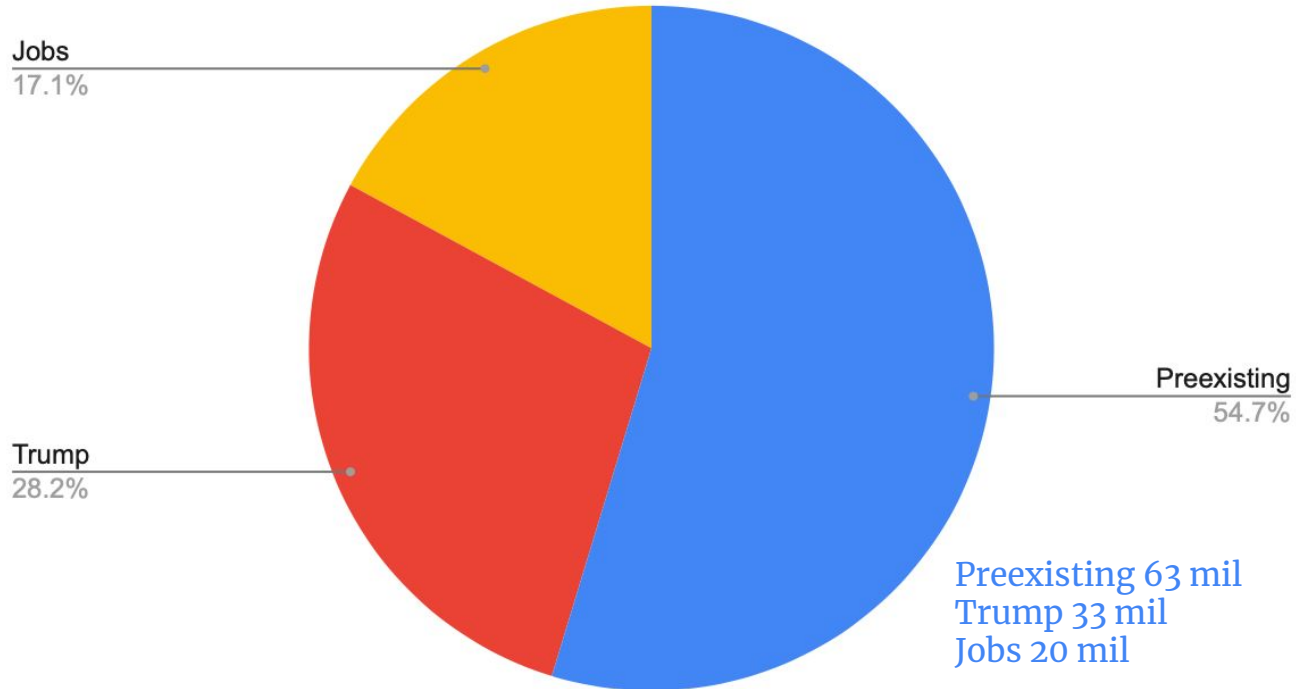
- Why did we lose so many down ballot races?
- Where were the coattails?
- Dems lost all 27 “toss-up” races

The \$\$\$ Tells the Story

DEMOCRATIC	ADS	TERM	ADS	REPUBLICAN
\$19,635,907	122	jobs	202	\$29,305,138
\$636,413	5	pelosi	222	\$42,935,402
\$32,818,536	149	trump	58	\$5,138,774
		antifa	1	\$91,795
\$104,707	1	socialism socialist	76	\$13,135,300
\$11,750,306	66	bipartisan aisle	58	\$6,037,929
\$64,173,124	285	preexisting pre existing	65	\$8,200,318
\$171,672	2	immigrants immigration	25	\$2,815,686
\$383,917	3	defund the police	68	\$12,353,268
\$2,975,025	12	defunding the police	19	\$3,577,990
\$2,515,544	13	extreme extremist	89	\$16,791,898
\$1,930,316	8	radical	179	\$34,329,359
		black lives	2	\$257,915
\$560,849	4	climate change	2	\$253,335
\$2,260,387	16	divide division	17	\$2,428,519
\$1,316,302	10	career politician	25	\$6,017,730
\$107,246	1	guns	4	\$221,301
\$381,313	1	gun control	10	\$2,603,532
\$1,136,518	4	gun violence	1	\$303,230
\$934,302	3	latino	1	\$109,250
		latinx		
		gun safety		
		police violence		

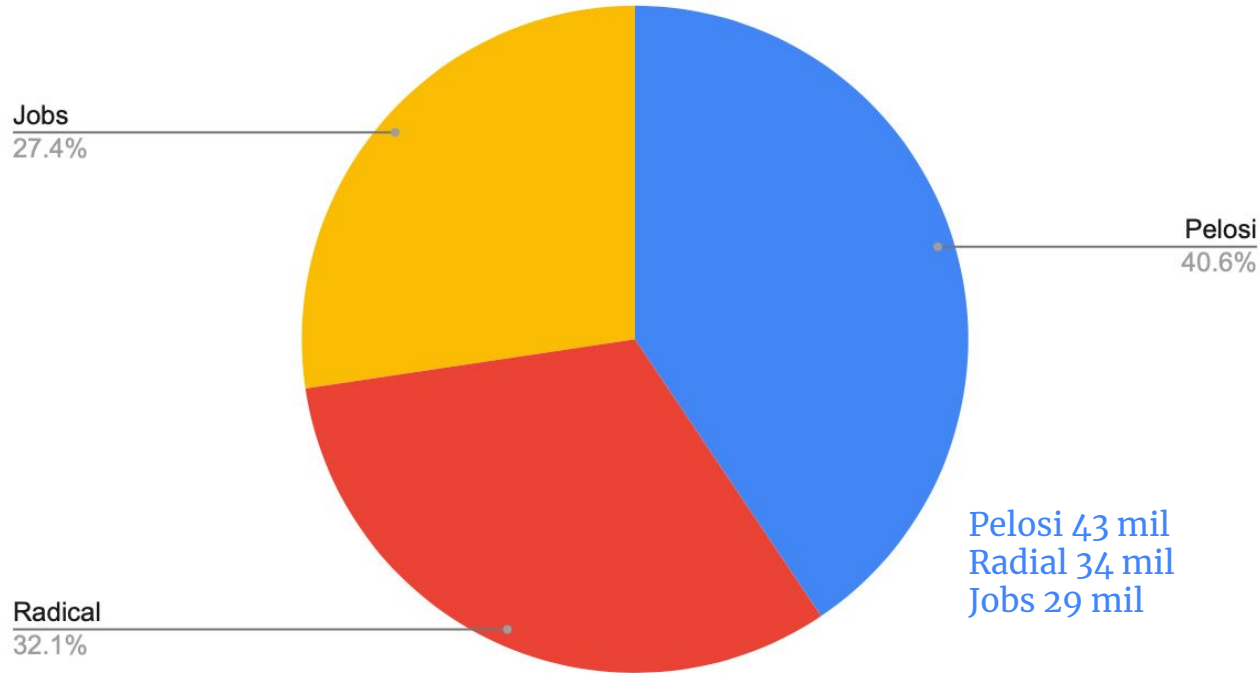
Where did the money go?

Dem Ad Spending House Races 2020, Top Three



Where did the money go?

GOP Ad Spending House Races 2020, Top Three



Let's take a look

<http://americaforward.us/tvcongress/>

Takeaways

Voters cared about JOBS & the ECONOMY in 2020,

We need to do things differently to gain or maintain the House & Senate,

Dems need to be more aggressive earlier in combating Republican name-calling and not focus on bipartisanship and “working across the aisle”,

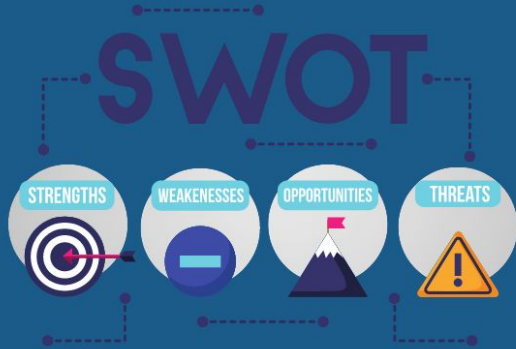
Tell our story of PROGRESS, the JOBS, and the ECONOMY.

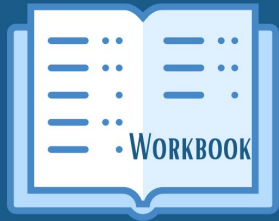
Going forward

- Implement the RCN
- Call out the DIVISION as a tactic use by the GOP
- Use emotion; emotion wins elections
- Stress democrats record on job creation and economic renewal
- We need to lead, not follow the GOP narrative
- Do not cede your ground do not change your message (value) which is short sighted evoke the set of ideals you want
- Clear, simple, direct, strong with emotional resonance
- “Ensure that the economy benefits all Americans”
- “The GOP lies, obstructs, and incites division to prevent the system from working for everyone”



Testing the message





Step 5

Testing the Message

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

BUILDING BRIDGES
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AMERICA



The Basics

- Use your own language, never the opponents
- Know your beliefs and repeat it over and over
- Never repeat ideas you do not believe in, even to argue them
- Be positive
- Be authentic
- Use imagery
- Say it simply
- Tell your story, connect it to our values
 - Freedom
 - Family
 - Jobs
 - Caring for elderly and disabled

OTHER AVAILABLE TOOLS

AVAILABLE AT
WWW.BUILDINGBRIDGESFORAMERICA.COM

REAL TALK: UNLOCK YOUR POLITICAL POWER

Workshop to connect to your story
and share your values.

DAYS OF ACTION

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

ORGANIZING TOOLBOX

Ready to print infographics, online
presentations and workbooks.

BRIDGES TO THE LOCAL

Support local down ballot
candidates throughout the U.S.





BUILDING BRIDGES FOR AMERICA LEADERSHIP TEAM



YOUR LEADERSHIP DEVELOPMENT TEAM

JENNY OKAMOTO

Director Leadership Development, Building Bridges for America

CAZ MARGENAU

Director Leadership Development, Building Bridges for America

Remember this

**THE SECRET OF CHANGE
IS TO FOCUS ALL YOUR
ENERGY NOT ON
FIGHTING THE OLD BUT
ON BUILDING THE NEW.**

- DAN MILLMAN

WWW.BUILDINGBRIDGESFORAMERICA.COM



Next Steps

Join the Building Bridges for America
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www.buildingbridgesforamerica.com

Share this resource and invite others
to effect change with you.

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WEBSITE

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Question & Answer