

# DEMAND A SEAT



DEMAND. RUN. CHANGE.



MARCH 29<sup>th</sup> • WASHINGTON • WASHINGTON D.C.

**MOM'S**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

**EVERYONE**  
FOR GUN SAFETY

DO YOUR  
F'ING  
JOBS!

NOT  
IMPOSSIBLE  
GUN LOBBY

**GUN LAWS**  
**SAVE LIVES**

**STOP**  
**KILLING**  
**US!**  
We need gun control  
**NOW**

**MOM'S**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

**GUN LAWS**  
**SAVE LIVES**

**MOM'S**  
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**DEMAND  
A SEAT**



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# Session 4: Gaining & Leveraging Supporters

# DEMAND A SEAT



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# HI, I'M...



## NICOLE DERSE

Principal and Co-founder  
*50+1 Strategies*

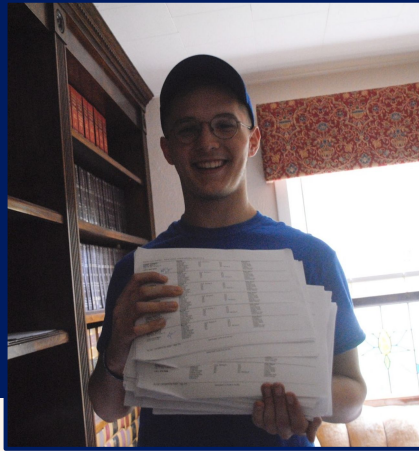


# DEMAND A SEAT



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# HI, I'M...



## CONNER JURE

Senior Strategist,  
*50+1 Strategies*



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A woman in a red shirt is holding a red sign and another person's hand. The sign has the text 'MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA' and a logo of three horizontal lines. The background shows other people in red shirts and a grassy field.

**MOMS  
DEMAND  
ACTION**  
FOR GUN SENSE IN AMERICA

## SESSION GOALS

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- Discuss your campaign's organizing strategy and field plan
- Review tactics and the importance of volunteer recruitment and engagement
- Understand the importance of obtaining endorsements within your community and how to successfully obtain them
- Learn how to leverage your endorsements to further the success of your campaign

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**FIELD ORGANIZING**

**MOMS  
DEMAND  
ACTION**  
FOR GUN SENSE IN AMERICA

**EVERYTOWN**

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# ORGANIZING



Direct voter contact

Tabling

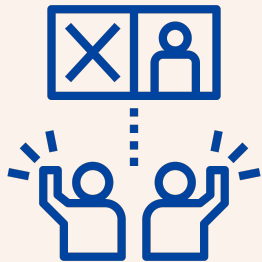
Presence at high-traffic locations

House parties

Digital tactics

*Volunteer engagement and  
empowerment*

# DIRECT VOTER CONTACT



## Canvassing

*Door-to-door, face-to-face*



## Phonebanking

*Live conversations from anywhere*



## Textbanking

*Reach a lot of people quickly – and cheaply!*



## Relational

*Most impactful within your own network*



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# VOLUNTEER RECRUITMENT & MANAGEMENT

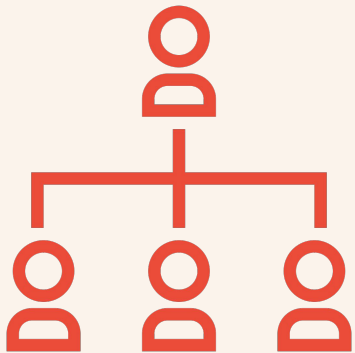


# VOLUNTEER RECRUITMENT & MANAGEMENT

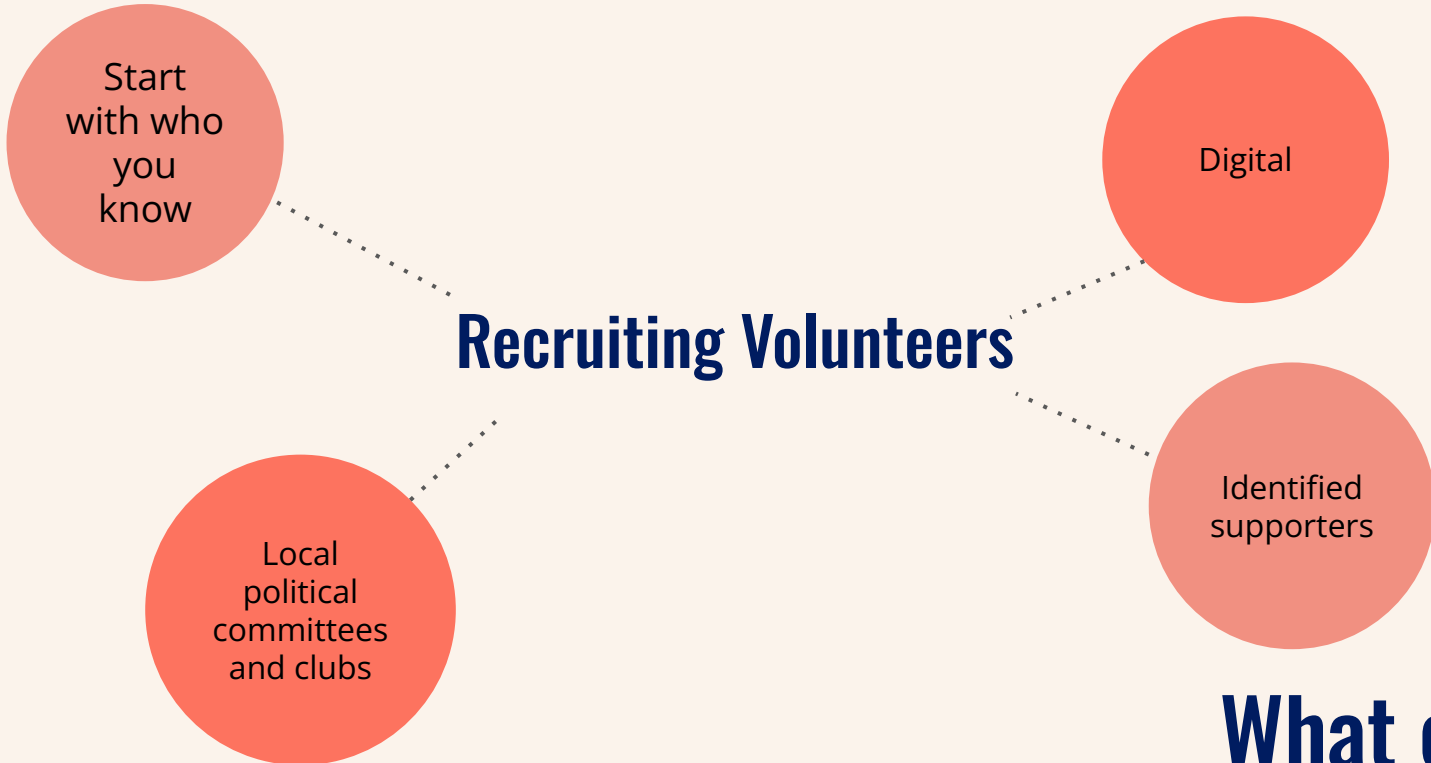
## Building your Volunteer Base

One person can't reach every voter necessary for a campaign to win. That's why you need to build a **strong volunteer base** to help reach the voters your campaign needs to reach and maintain a strong presence in your community.

- Volunteers can take on many different roles on your campaign
- You want your base of volunteers to be reflective of your community



# VOLUNTEER RECRUITMENT & MANAGEMENT



**What else?**

# VOLUNTEER RECRUITMENT & MANAGEMENT

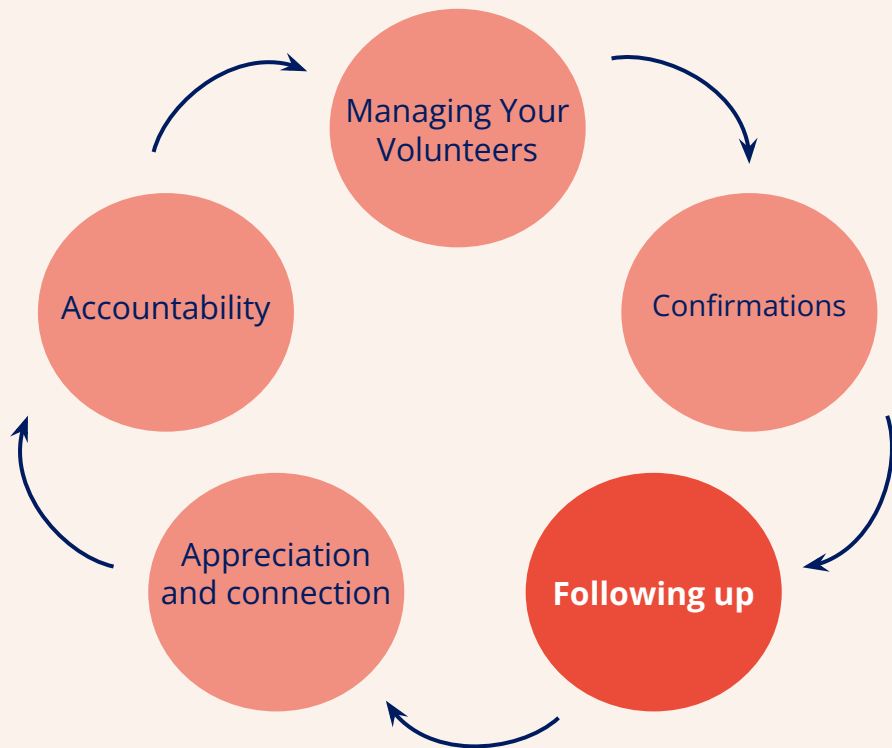


# VOLUNTEER RECRUITMENT & MANAGEMENT



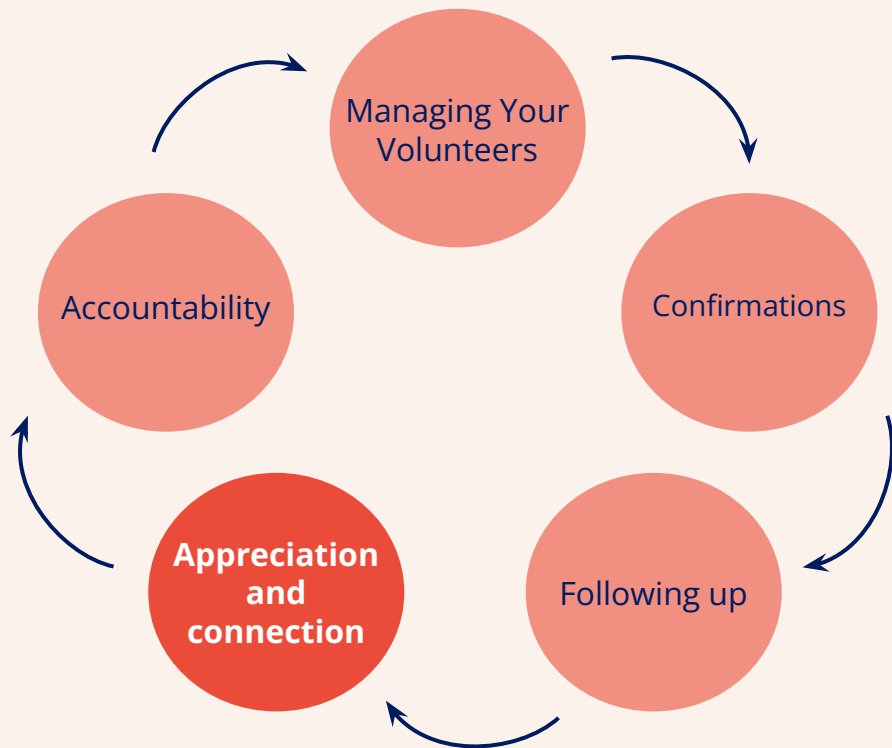
- Make sure you reach out to your volunteers **BEFORE** their commitments
  - **AT LEAST** one day before
- Establish a preferred method of communication with each volunteer

# VOLUNTEER RECRUITMENT & MANAGEMENT



- **Re-shifting**
  - Reach out to your volunteers over the following 24-48 hours to thank them for coming and ask them for their feedback
  - Get them to make another commitment

# VOLUNTEER RECRUITMENT & MANAGEMENT



- **Make them feel appreciated**
  - Don't be transactional – connect with your volunteers

# VOLUNTEER RECRUITMENT & MANAGEMENT

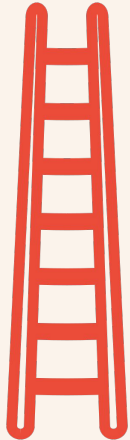


- **Provide accountability**
  - Set goals



# VOLUNTEER RECRUITMENT & MANAGEMENT

## Building a Ladder of Engagement



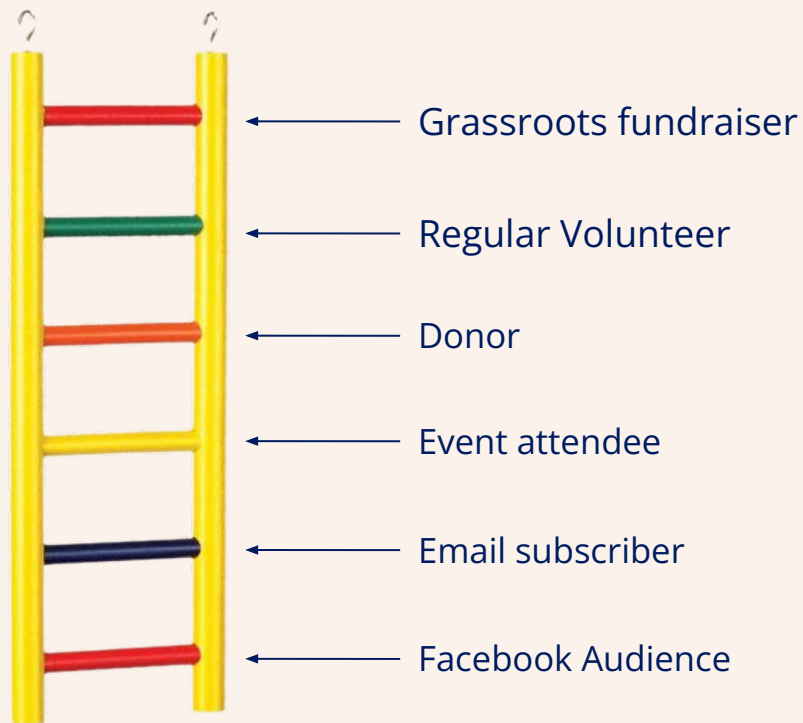
**Ladder of engagement** – a way to organize your volunteer opportunities so your volunteers can get involved no matter their experience and abilities, as well as allow for them to take on more tasks and responsibilities over time

- Your ladder of engagement is going to be unique to your campaign
- Have opportunities for all volunteers who want to get involved
- Plenty of opportunities for volunteers to scale up their involvement and take on more responsibility as time goes on
- The overall goal of the ladder is to train volunteers to **take on more leadership to help your campaign do more and more** as election day nears

## EXAMPLE: LADDER OF ENGAGEMENT



## EXAMPLE: DIGITAL LADDER OF ENGAGEMENT

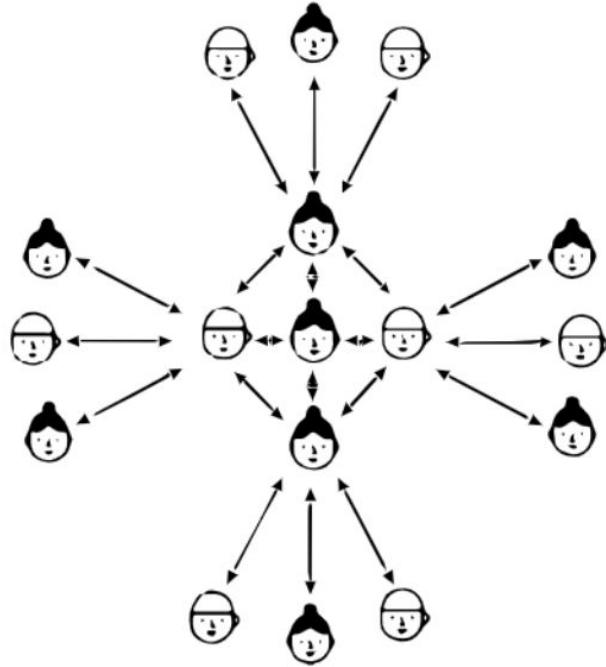


## EXAMPLE: HYBRID LADDER OF ENGAGEMENT





County ▾	Donald Trump Republican		Joe Biden Democratic	
	# ◆	% ◆	# ◆	% ◆
Pinellas	276,209	49.22%	277,450	49.44%



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# ORGANIZING OVERVIEW

Volunteer

Goals

Attempts

Volunteer Leader

Contacts/Conversations

IDs

Universe

Shift

Launch

Script

1-on-1

Digital Organizing



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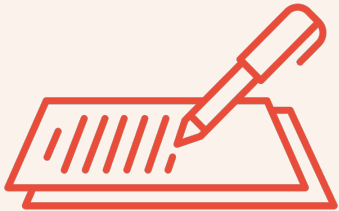


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**remember...**

**If it's not written down,  
IT DOESN'T EXIST!**



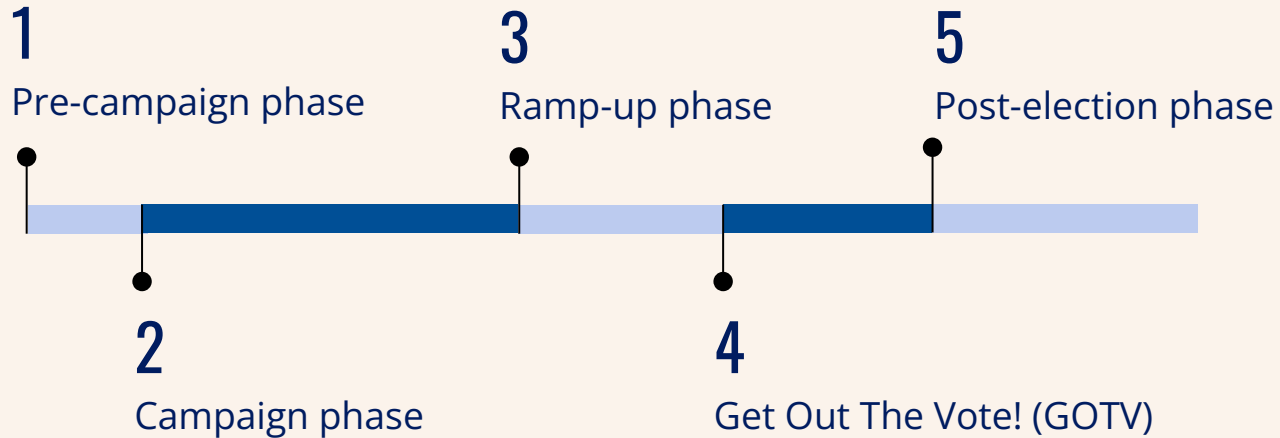
## TEMPLATE: FIELD PLAN

### SECTION 1: Voter Targeting

#### SECTION COMPONENTS

- This section should have an in-depth explanation of the expected turnout for your campaign and your win number.
- It should also include your campaign's voter universes, preferably tiered out by targeted universes, that will help inform your campaign's field strategy and help you make decisions on which voters to prioritize throughout your campaign.

# SCENARIOS: CAMPAIGN PHASES



In pairs, practice these scenarios and roleplay what you would do:

1. A volunteer said they'd collect 20 signatures for your petition process on Saturday, but you haven't heard from them all weekend after you gave them the materials on Saturday morning. **What do you do?**
2. A usually excited volunteer who has been volunteering regularly doesn't seem as excited to go out and canvass this weekend. **What do you do?**
3. A volunteer has been canvassing every weekend, and you want them to take on a leadership role. **What do you do?**

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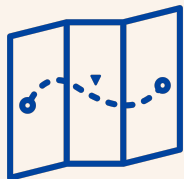


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# EARNING & UTILIZING ENDORSEMENTS

# BUILDING A WINNING COALITION



## Map out your community

*What would a unified coalition look like?*



## Make involvement in your campaign accessible to everyone

*Develop clear entry points for all, as well as leadership opportunities*



## Establish goals for your campaign coalition

*Who are you trying to engage, how and by when?*



## Meet people where they are at

*Most impactful within your own network*

# EARNING ENDORSEMENTS

You can leverage support from key elected officials,  
activists, and organizations



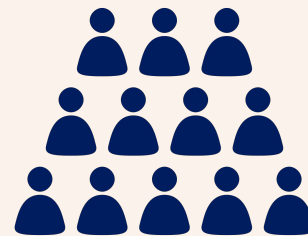
Come out publicly  
to support your  
campaign



Provide strategy  
and insight to help  
your campaign



Host fundraisers  
and other events



Share lists of  
supporters and  
donors



**What groups have you  
seen endorse  
candidates in your  
community?**



# Earning Endorsements



Do Your Research

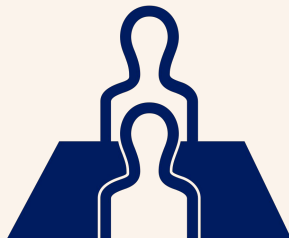


Build The Relationship



Secure The Endorsement

# Securing Endorsements



1-on-1 Meeting



Questionnaire



Endorsement Board Meeting



# LEVERAGING YOUR ENDORSEMENTS

Endorsements alone  
are not enough!



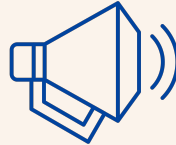
You need individuals AND  
groups endorsing your  
campaign.



Keep the dialogue going.



Turn your endorsements  
into **ACTION**.



Amplify the endorsement!



Make the hard ask!



**ASK FOR MORE!**



Follow-up with a  
thank you.

In pairs, work through this exercise:

1. Develop a list of 5 key organizations in your community whose endorsements you would seek
2. Create specific actions that you would ask of each of these organizations
3. Share this with a partner and discuss.



# TAKEAWAYS

- 1** Organizing allows your campaign to meet voters where they are

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- 2** Your campaign should be ready to manage volunteers in a respectful, empowering, and efficient manner

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- 3** Developing a thoughtful endorsement strategy is key to building the coalition you need to win

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- 4** An endorsement is great, but you must be able to leverage your endorsements into ACTION

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**ANY QUESTIONS?**

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