

MHAction Training on Identifying and Mobilizing Voters, Supports



Purpose

- Review Structure of Effective “Rap”
- Review Skills Necessary to Be an Effective Outreach Person
- Practice Outreach and Receive Feedback
- Goal is to create outreach framework that can be utilized in phone calls, going door to door, tabling, etc.

Structure of Rap:

Intro:

- Who, Who, What, Why: Who You Are, Who You're With, What You're Working on, Why You Are Talking To Them

Body:

- Value: What Core Value Do You Believe In That 'Drives The Campaign'
- Problem: What Is The Core Issue
- Solution: What You Are Pushing to Have Happen
- Call To Action: What You Are Asking People to Do

Skills to Focus On:

- K.I.S.S., Avoid T.M.I.
- Eye Contact
- Clip Board Control, Follow Up Notes
- Body Language
- 20/80 Rule
- Thick Skin (25%, 50%, 25%), Leave Last Interaction Behind
- Put It In Your Own Words

Exercise

- Talking to a non-manufactured/mobile home owner
- Work Up Your Intro
 - 1) Who You Are, Who You are With, What You're Working On, Why You are There
 - 2) Value, Problem, Solution, Call to Action

Timing:

- 1) 15 Minutes Working on Your 'Rap' Together
- 2) First Person Will Test It Out, One is Outreach Person, One is Non-manufactured/mobile home owner
- 3) Feedback
- 4) Switch Roles, Repeat

Debrief and Summary

- Foundation of Our Victories
- How We Build Community Power, Sense of Community
- Identify New, Upcoming Leaders
- System
 - a) Draft 'Raps'
 - b) Leave Behind Fact Sheet
 - c) Information Capture (Petition Sheet, Initiative Form, etc.)
 - d) List of Volunteers (Phones, Doors, Organizational Outreach, Community Specific)
 - e) Database – Action Network