OBJECTIVES

* Understand the basics on how to operationalize skills we have learned in sessions 1-4
	+ Scalable canvassing efforts
	+ One-to-one conversations
	+ Small group conversations
* Understand what deep canvassing is, why it works and how we can incorporate elements in all aspects of our work
* Be excited to have conversations with unlikely allies!

|  |  |
| --- | --- |
| **Time**  | **Activity**  |
| 00- :10 | OPENING* Welcome group & thank them for joining the call
* Introduce facilitator
* Introduce OFA & our work
* Introduce Swing Left & their work
* Introduce UCP and their work
* Plug #OFAction on twitter to share insights
* To get people comfortable in the chat box, facilitator says, “”

**Opening question:**  |
| :10- :25  | INTRODUCING CONTENT * We are going to learn how to operationalize the concepts taught through the first four sessions through the lens of deep canvass
* What is deep canvass? How is it different from other kinds of conversations?
	+ Unpacking definitions (ex. Cognitive dissonance)
* Why psychologists think it works
	+ INTERACTIVE QUESTION: When was the last time you changed your mind about something that really mattered to you?
		- Drawing out peoples experience with a lived weight
		- Typically not because something someone told them, but because of something they experienced (did and not told)
	+ Validating theory
* [IF TIME] VIDEO & debrief of video
	+ Cut this for current training
 |
| :25- :45 | APPLICATION* Introduction of four key skills
	+ Non-judgment
	+ Active listing
	+ Vulnerability (story sharing)
	+ \*Pro-trick to identify values and move to real lived experience
 |
| :45- 55 | SYNTHESIS* Using these skills in a variety of conversations
	+ Water cooler conversations, running into someone at grocery store (unintentional)
	+ 1:1s (intentional)
	+ Group meetings (intentional)
* Q & A in chat box
 |
| :55- 1:00 | CLOSING, SURVEY* Chat box: What is one thing you are taking away from this training?
* Survey
* Express gratitude and appreciation
 |

Sources:

* <https://www.thecampaignworkshop.com/deep-canvassing> (deep canvassing ideas)
* <https://www.nytimes.com/2015/11/15/opinion/sunday/the-key-to-political-persuasion.html?_r=0> (keys to political persuasion); Moral reframing (research work from SL)
* Key tips from Climate Lab (people not using facts); check powerpoint sent over
* *(want to stay away from LGBTQ research out of LA- study disproven) guy measured it compromised data, analysts replicated experiment, but LA leadership lab replicated test and results were positive, inspiration for scaling deep canvassing - deep canvassing has an enduring effect that is lasting (dramatic and durable)*

Content from Brandyn:

* Deep canvassing: consistent with skills in previous models
* Purpose of deep canvassing: not just a deep convo- you are getting the voter to talk out loud through this own cognitive dissonance though eliciting their experience though emotional weight
* Getting voter to self persuade, get out dissonances; perceived policy that is best
* Bringing down path to talk out loud
* Skills:
	+ Developing rapport through non-judgment
		- Mechanism for expressing non-judgment (rating scale- rate where they feel 1-10)
		- Purpose: so the canvasser react with non-judgement and follow up with questions
		- Ask questions: summarizing what the voter is saying, repeat backs
		- Using your own story- vulnerability to open up the voter - social cue to get canvasser to step out of social norm of staying in social level and respond with vulnerability
* Typically 90 minutes
* Objectives:
	+ CAPSTONE: Tie other skills together- how to operationalize non-judgement in a face to face conversation
	+ Use their ‘why’ to open up another person
	+ Introduction deep canvassing that may/may not lead to a full deep canvassing training later
	+ Skills are meant to be used in door to door canvassing, but can be used 1:1, small group setting- transcends door to door