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!

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| **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