



# **Building Power to Win Elections**

## **Harnessing Relationships For Victories**

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# Introductions

- Your name
- Your affiliate
- The name of someone you've had a political conversation with this year

# Objectives

Implement Your Personal Political Reach And Power



# Objectives

- Grow your power
- Understand tools to aid in growing your power
- Know how to access those tools on your campaigns

# Relational Organizing How It Works



# Key Takeaways

- Empower is a tool
  - Help Us Engage In Relational Organizing
  - It Is Not A Substitute For Organizing
- Power to Cut Through:
  - Social Media
  - Conservative Media
- Layer With Other Programs
- Early Implementation
- Builds Power
  - Deepens Member to Member Connections
  - Translates to Issue and Contract Campaigns

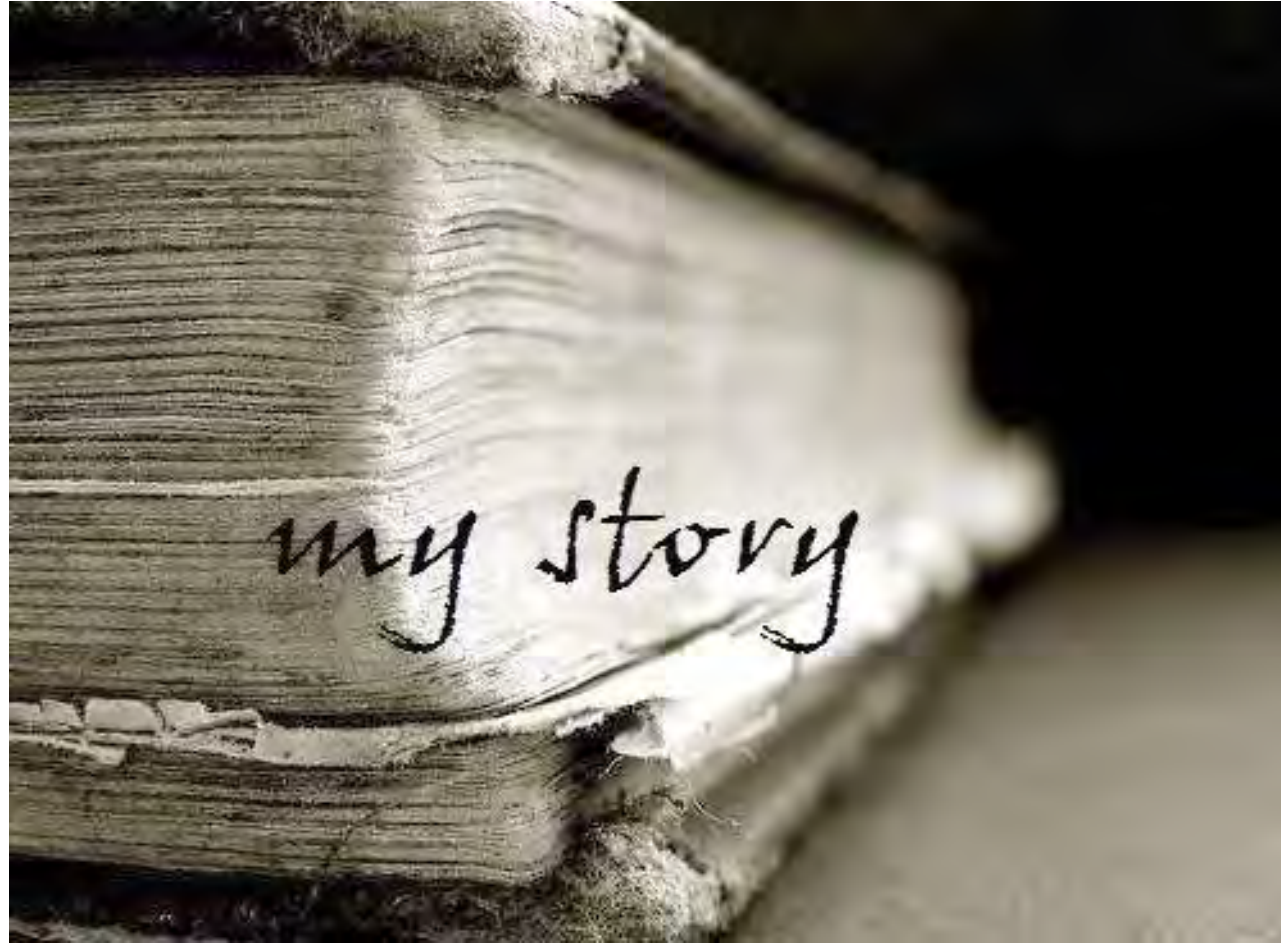




**Your  
Personal  
Political  
Power**



# Telling Your Story



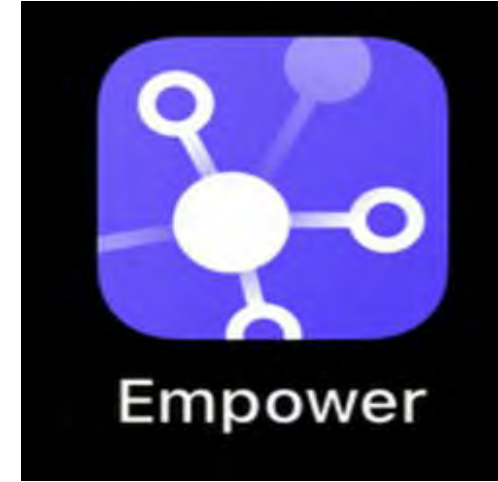
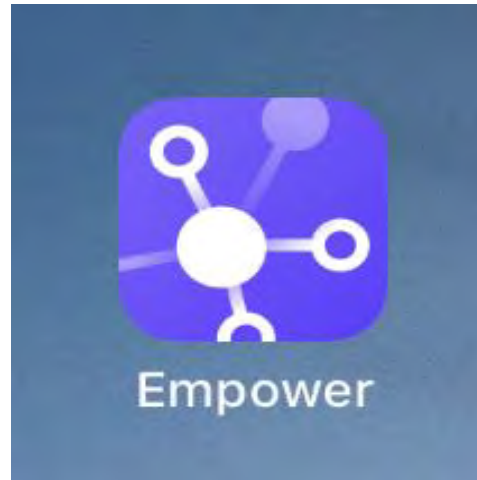
# Telling Your Story

- What is at stake for you and your community?
- Why are you going out to vote?
- What issues are you concerned about locally?
- How will the election impact your life/lives in the community?
- Who do you know/love that has something at stake?
- What change do you hope to make?
- What harmful policy must be stopped?
- Make your ask. Will you vote for me/us/our community?

# Organizing Relationships

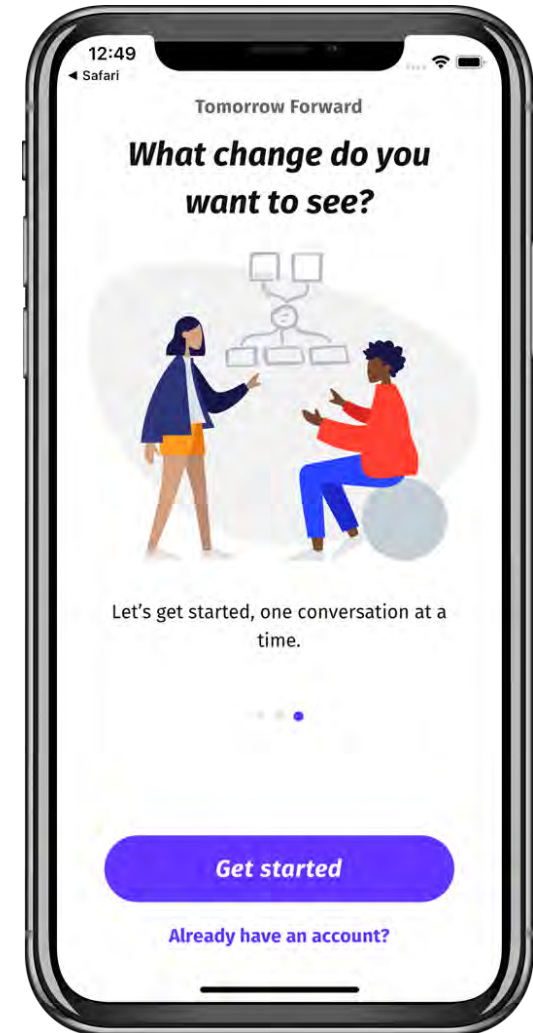


# Download Empower

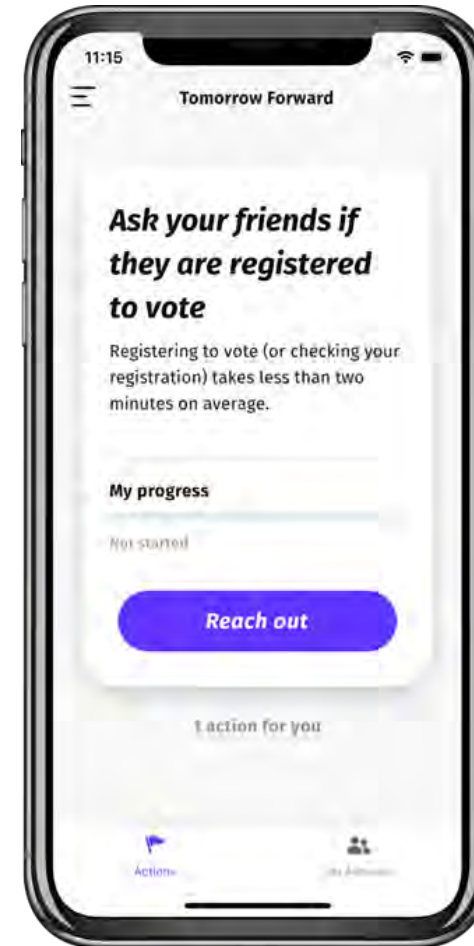
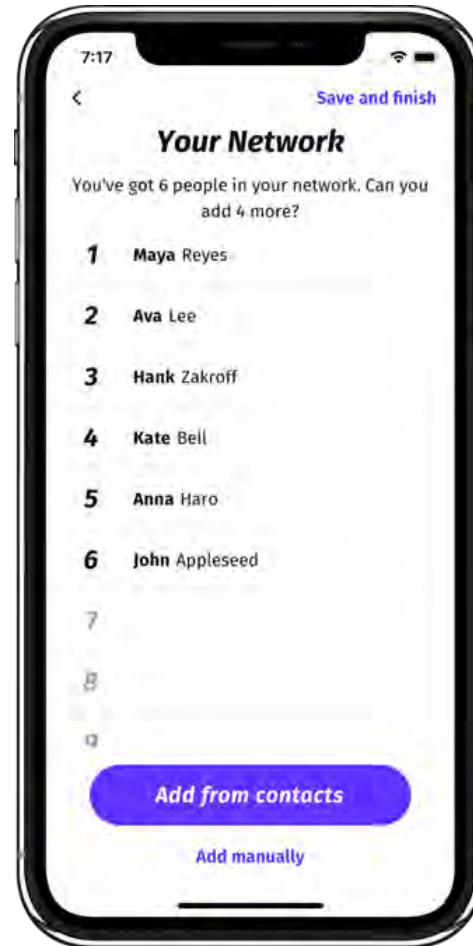




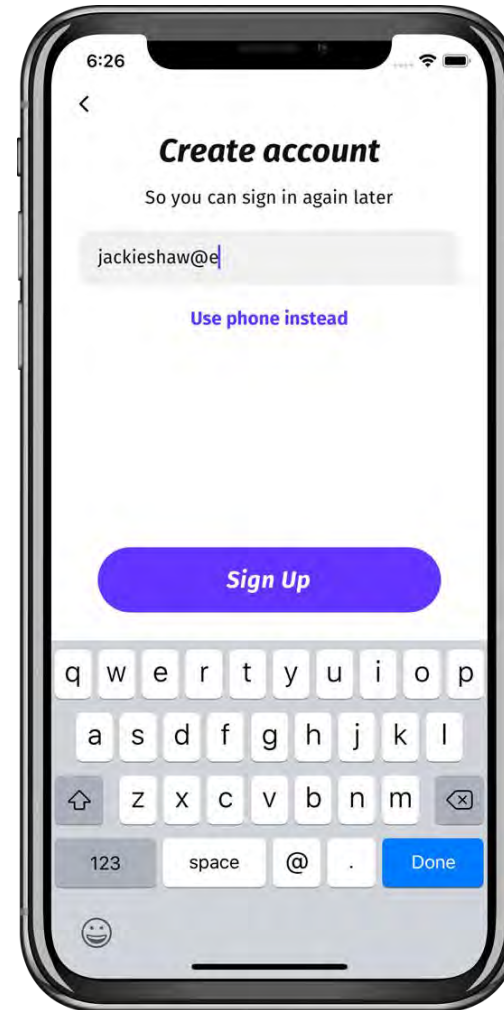
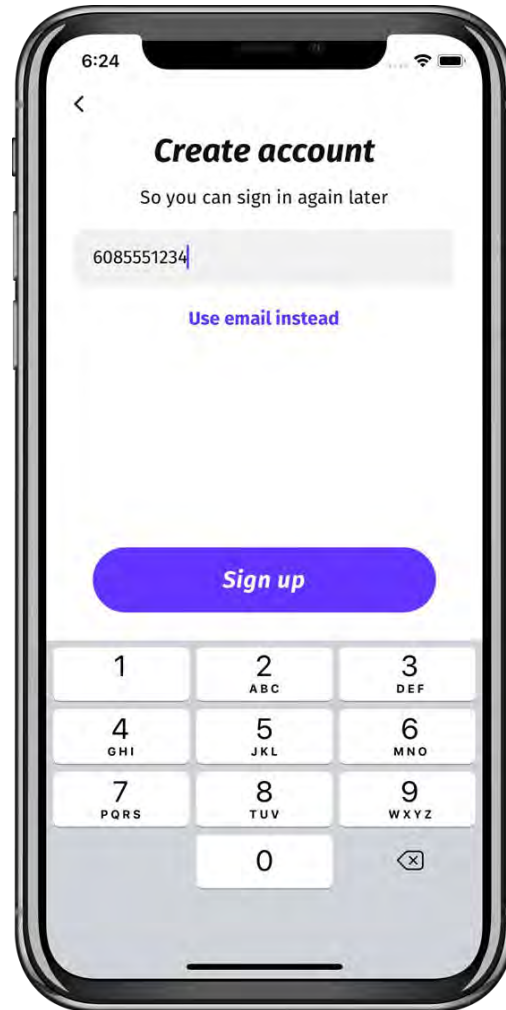
# Open Empower



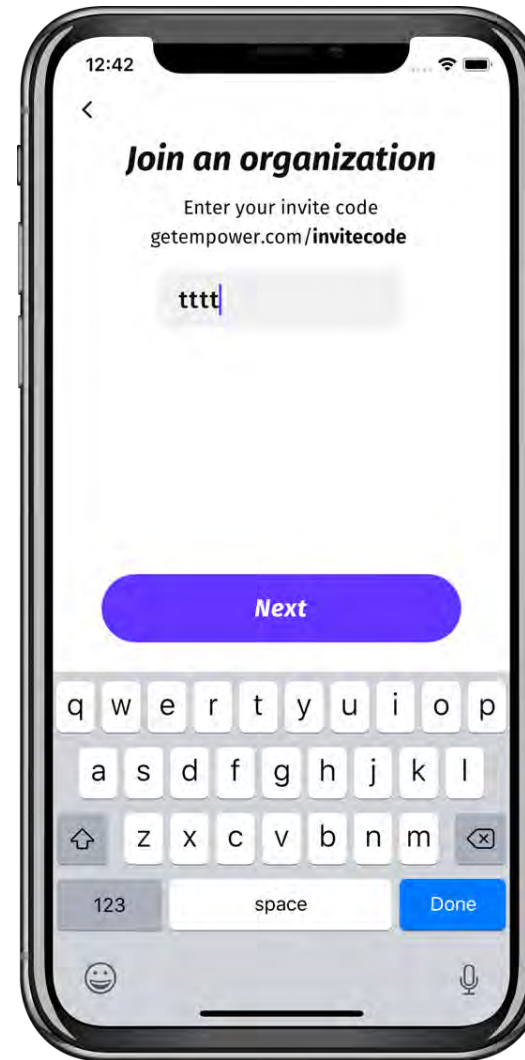
# Open Empower



# Create Account

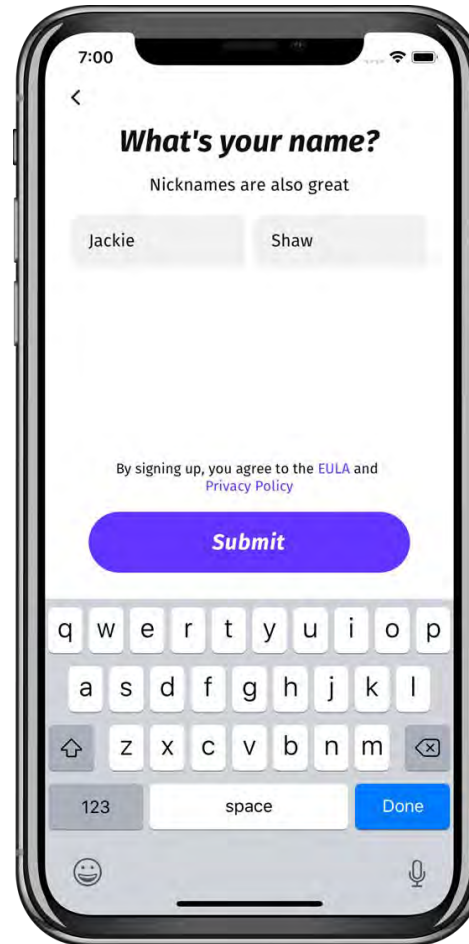


# Enter Your Zip Code and Join





# Enter Your Name



7:00

<

**What's your name?**

Nicknames are also great

Jackie Shaw

By signing up, you agree to the [EULA](#) and [Privacy Policy](#)

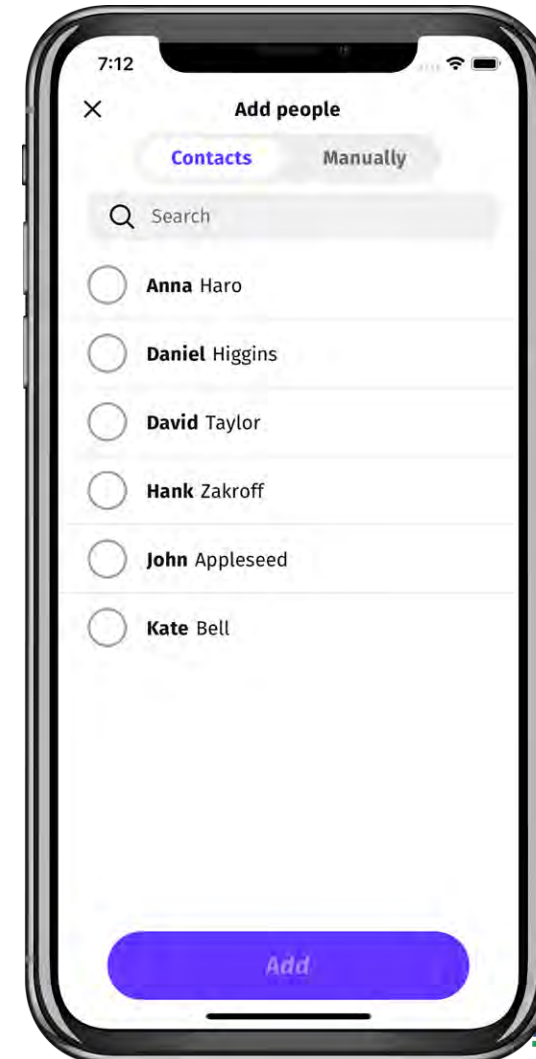
**Submit**

q w e r t y u i o p  
a s d f g h j k l  
z x c v b n m  
123 space Done

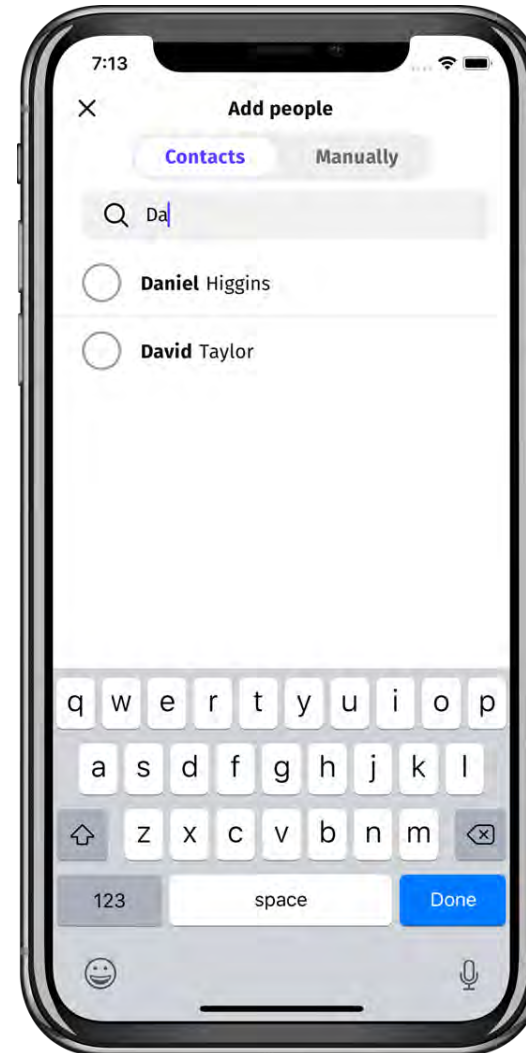
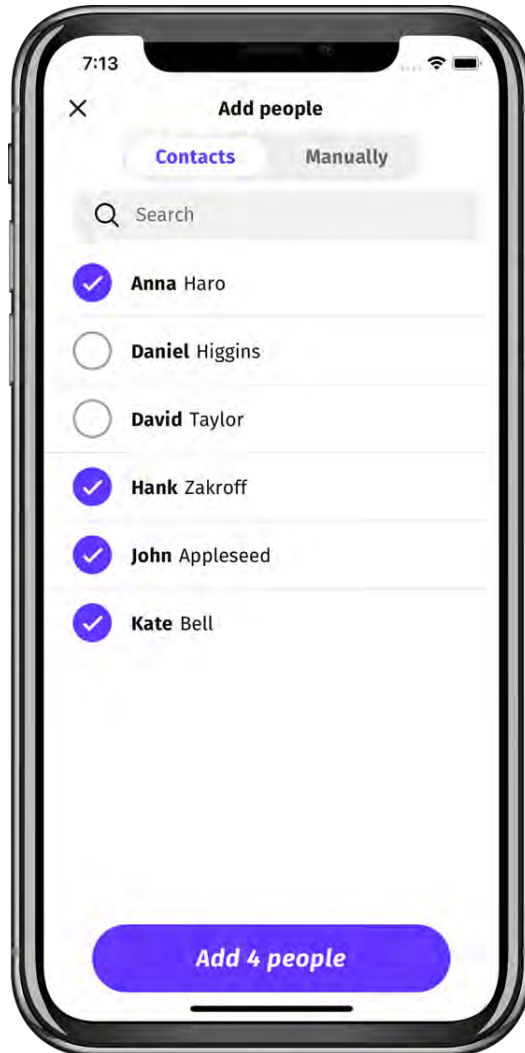
# Create Your Network



# Add Your Contacts

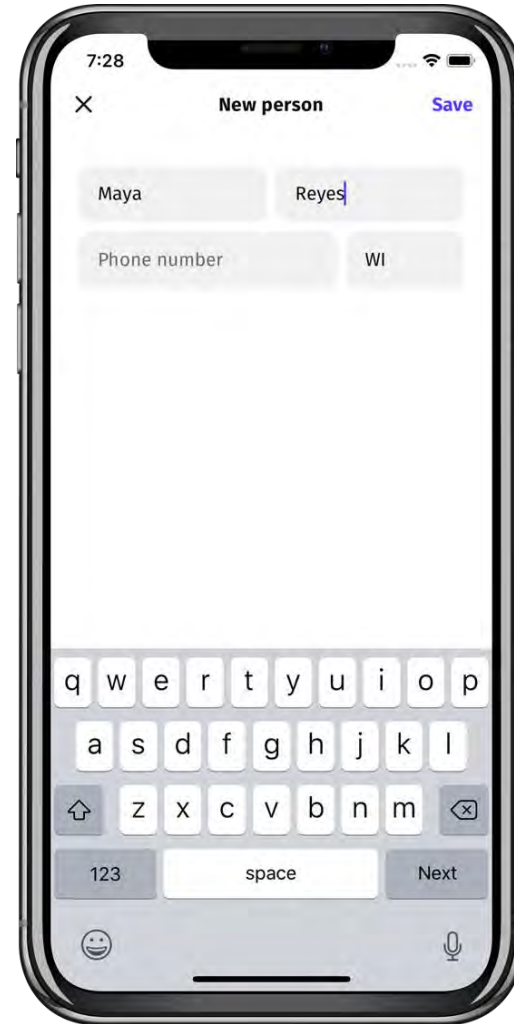
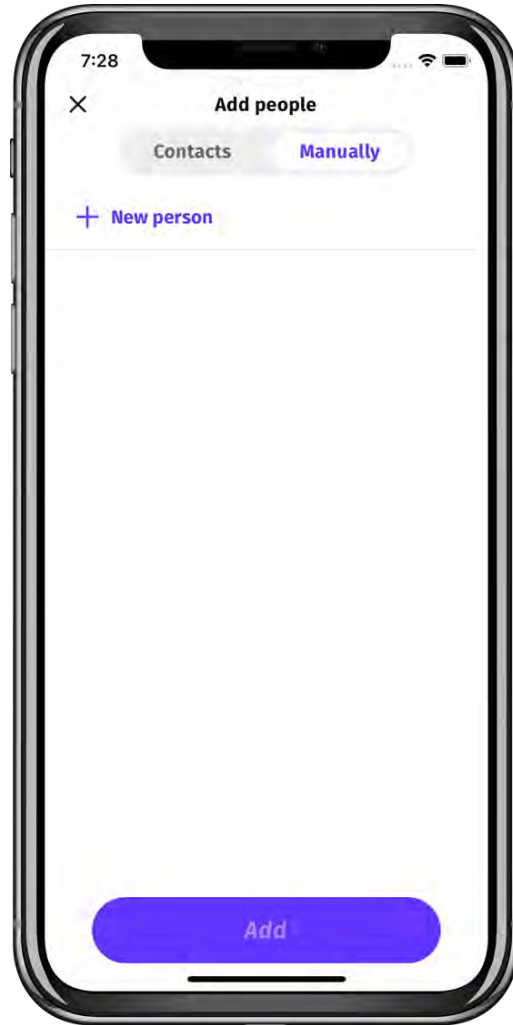


# Choose Who To Add

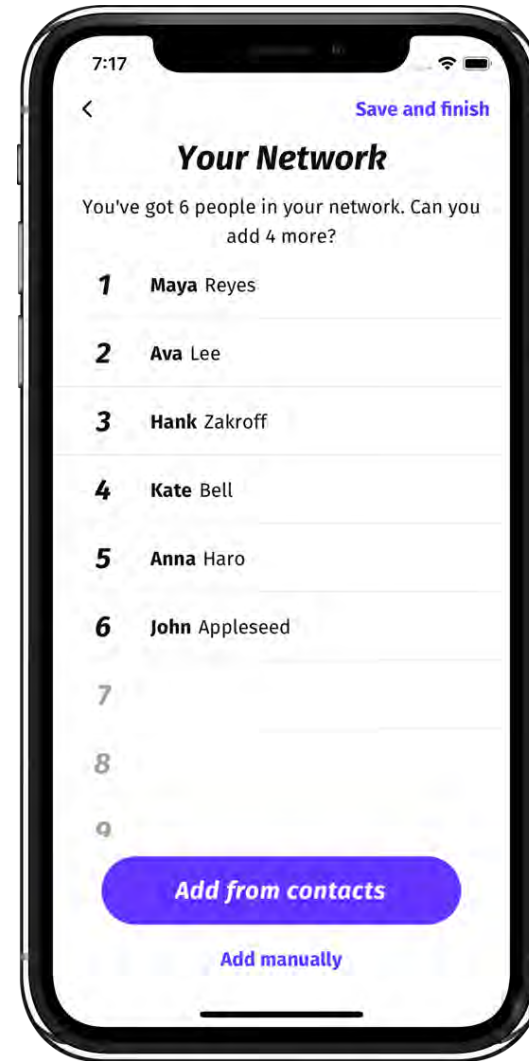
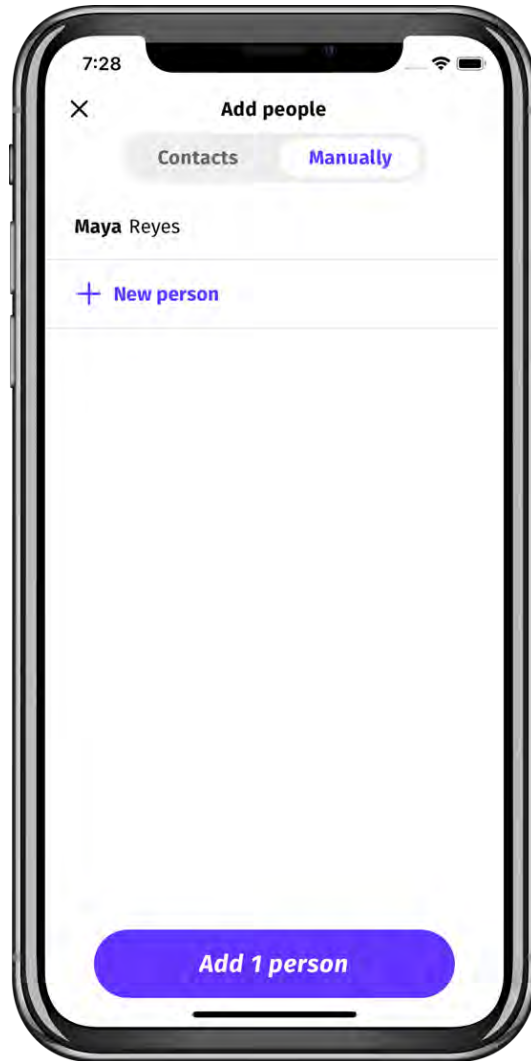




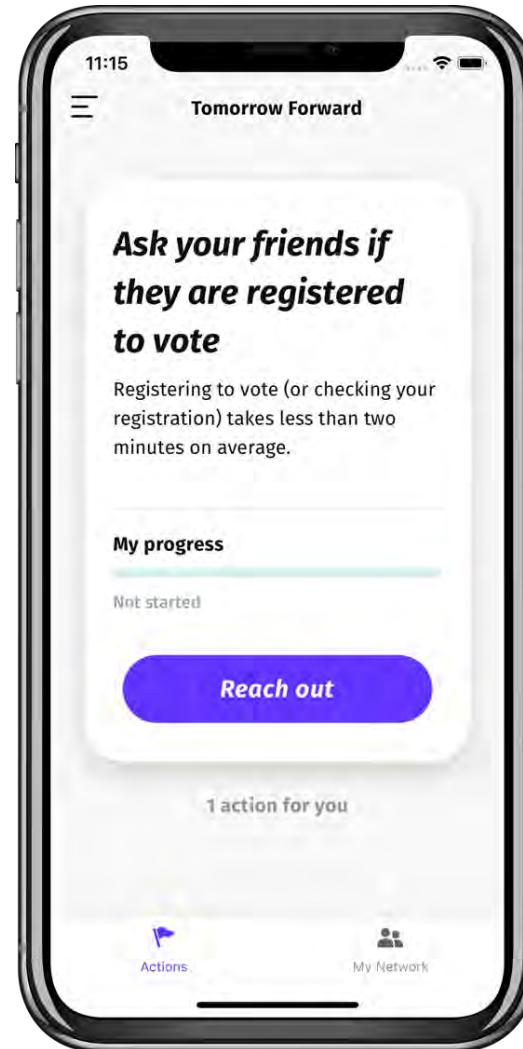
# Add People Manually



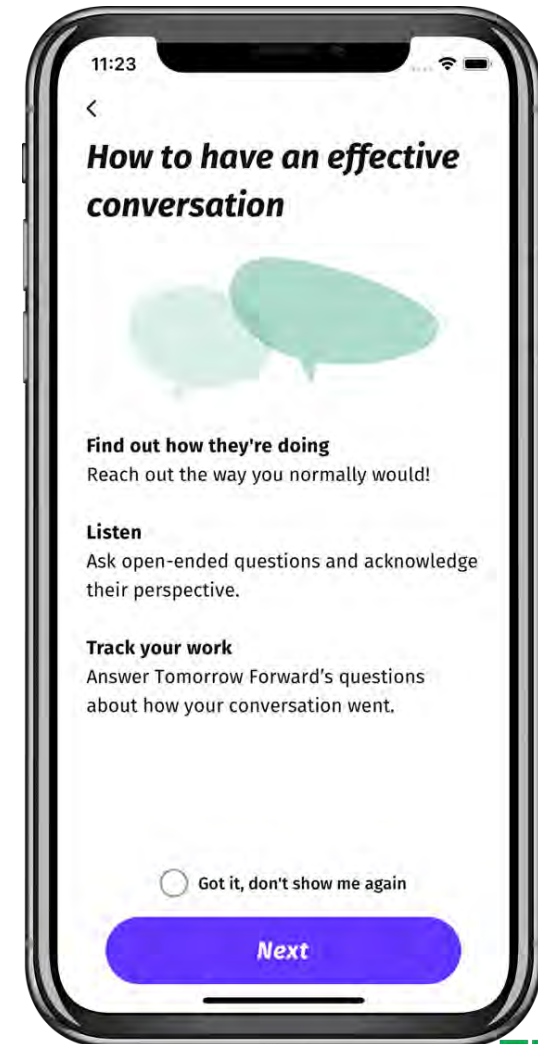
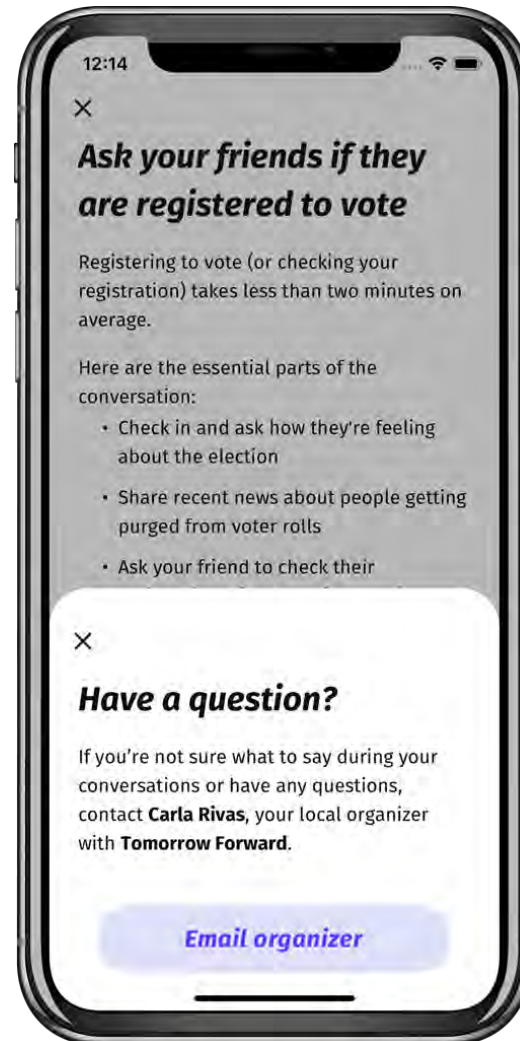
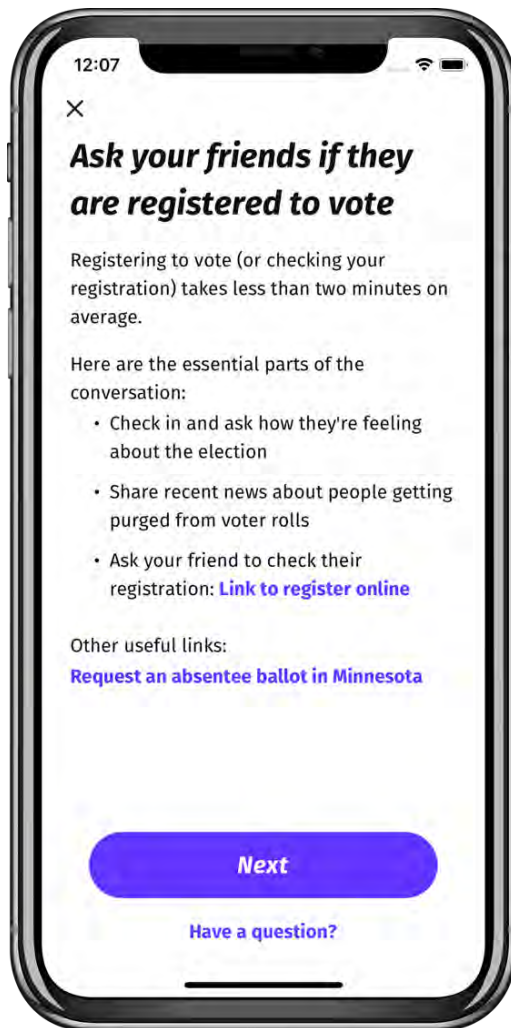
# Build Your Network



# Call To Action

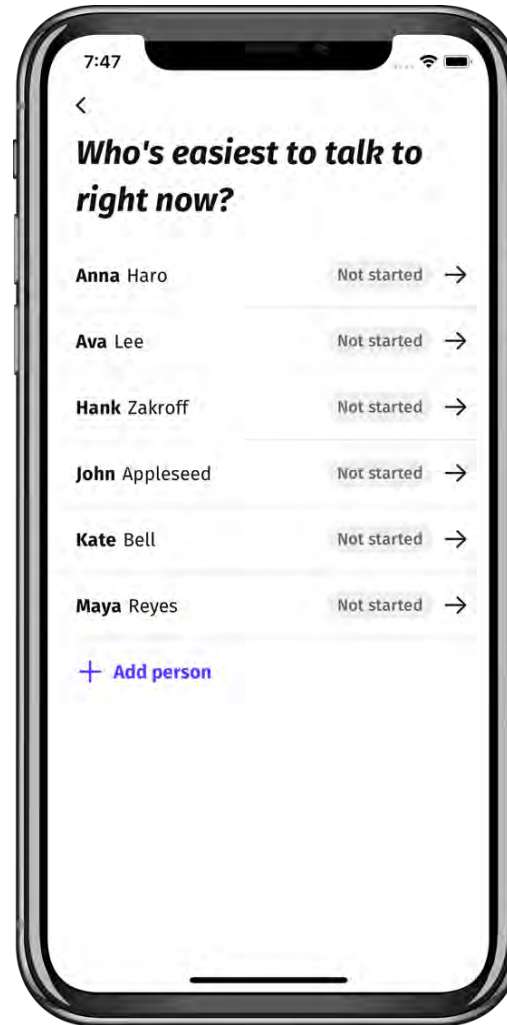


# Sample Call To Action

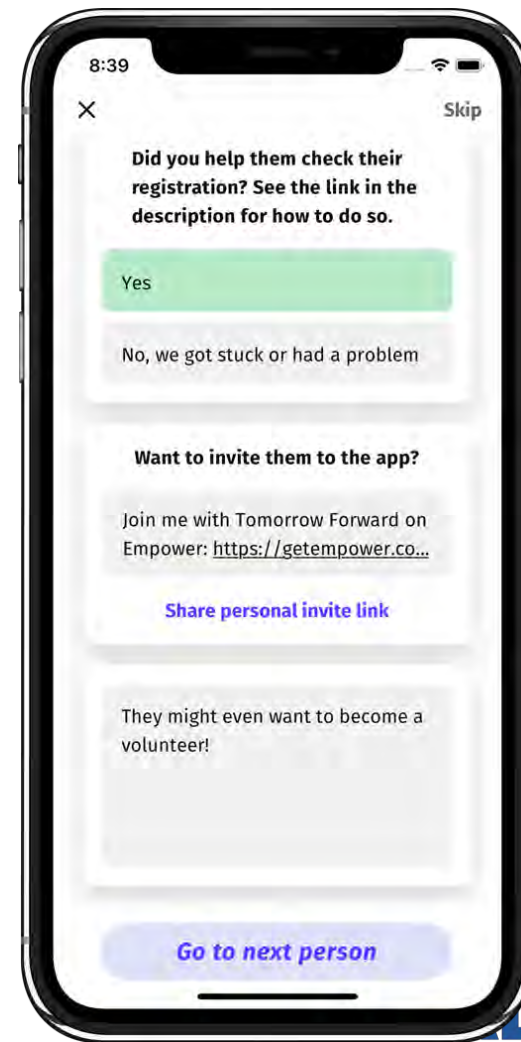
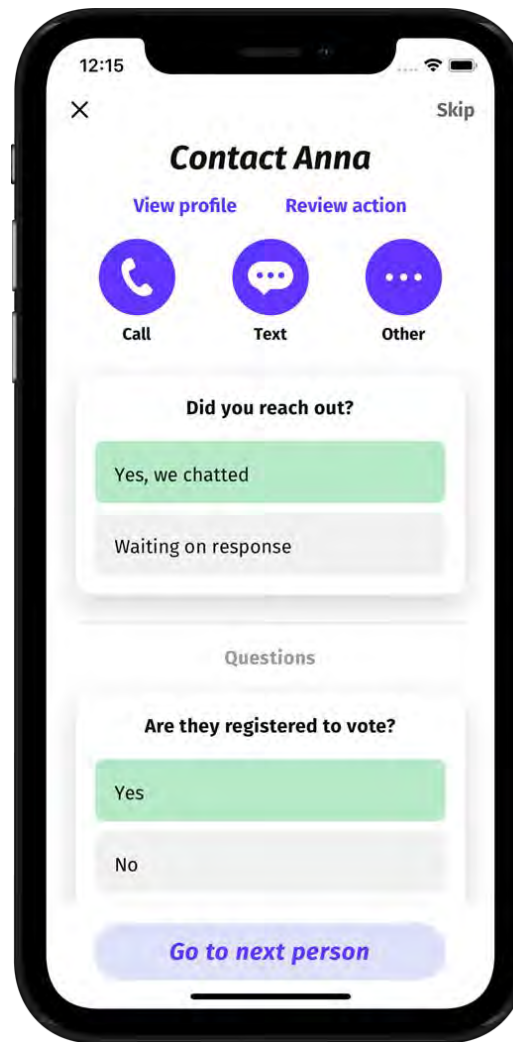
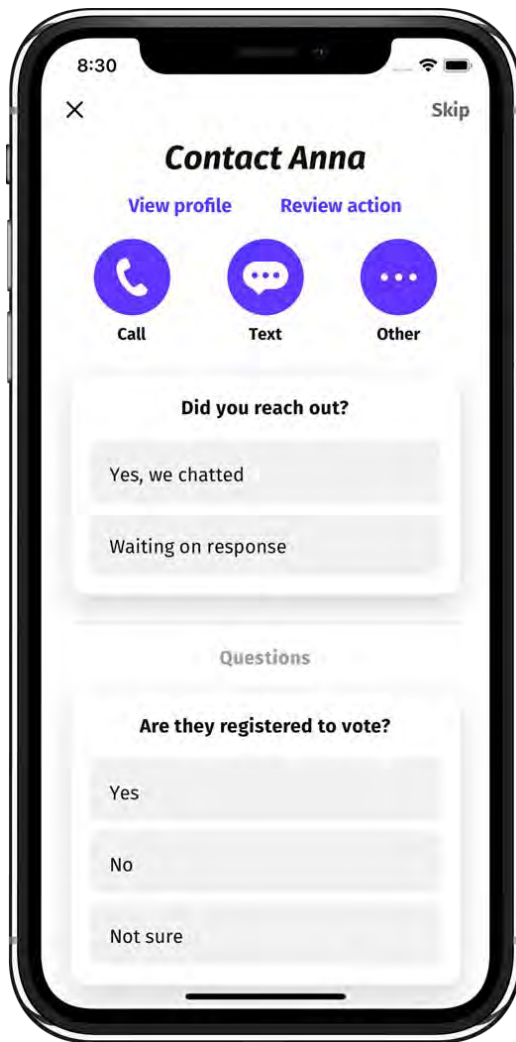




# Choose Who To Talk To



# Contacts



# Contacts




8:30

×

Skip

### Contact Ava

[View profile](#) [Review action](#)

 **Call**  **Text**  **Other**

**Did you reach out?**

**Questions**

**Are they registered to vote?**



8:30

×

Skip

### Contact Ava

[View profile](#) [Review action](#)

 **Call**  **Text**  **Other**

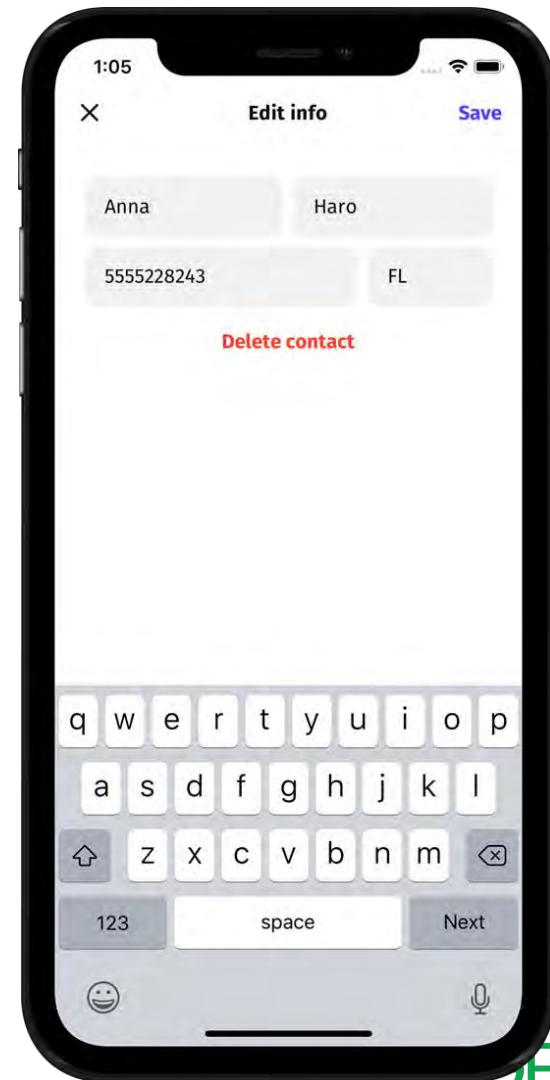
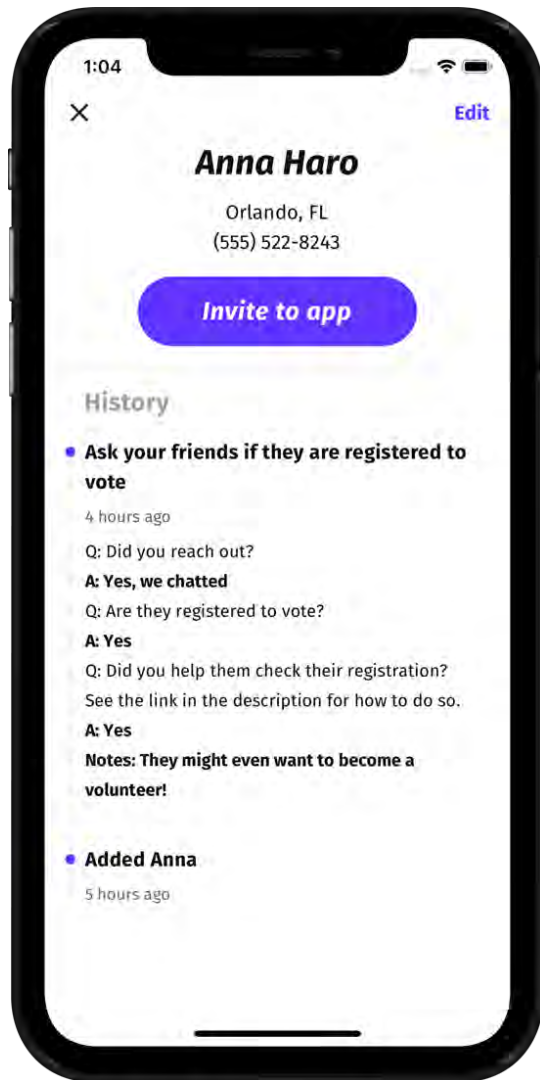
**Did you reach out?**

**Questions**

**Are they registered to vote?**

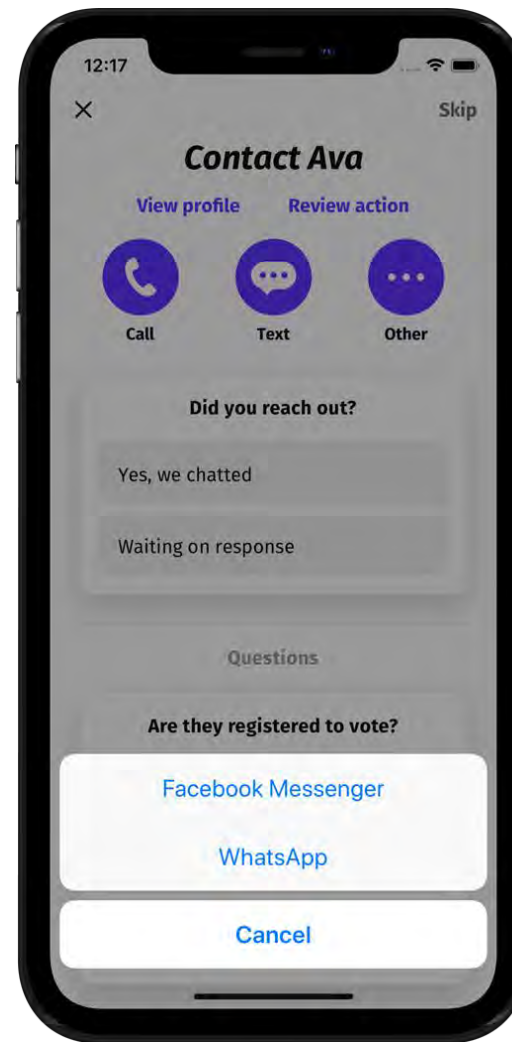
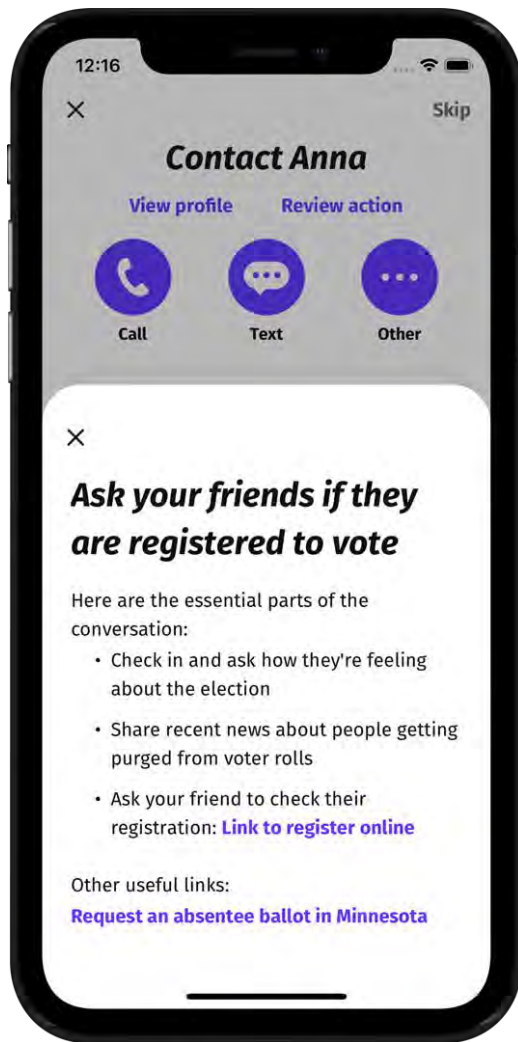
[Finish](#)

# Contact History

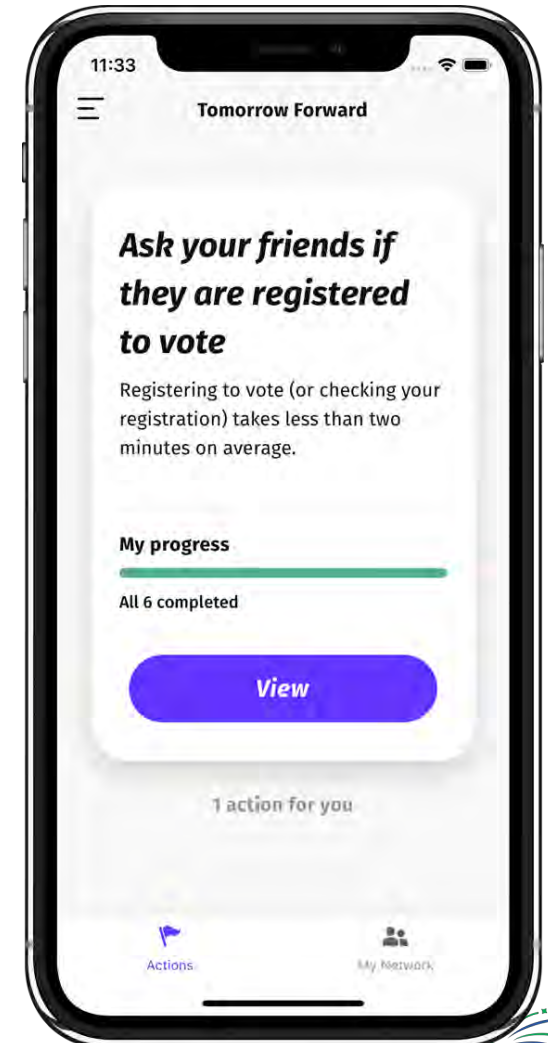
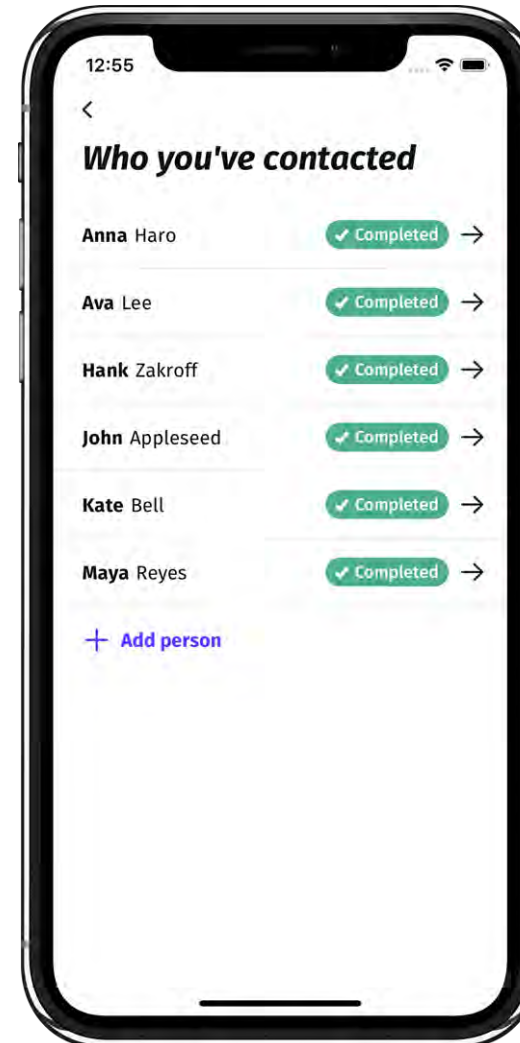
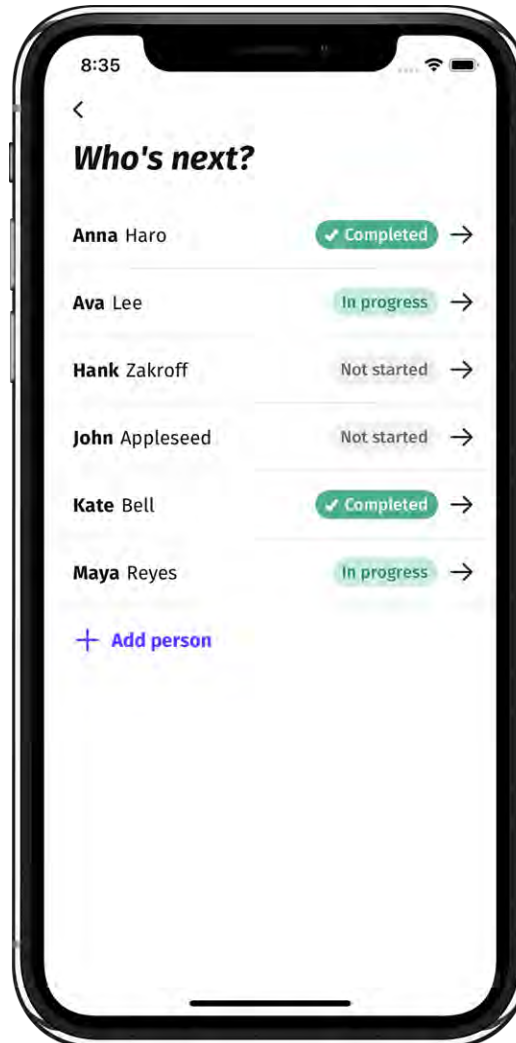
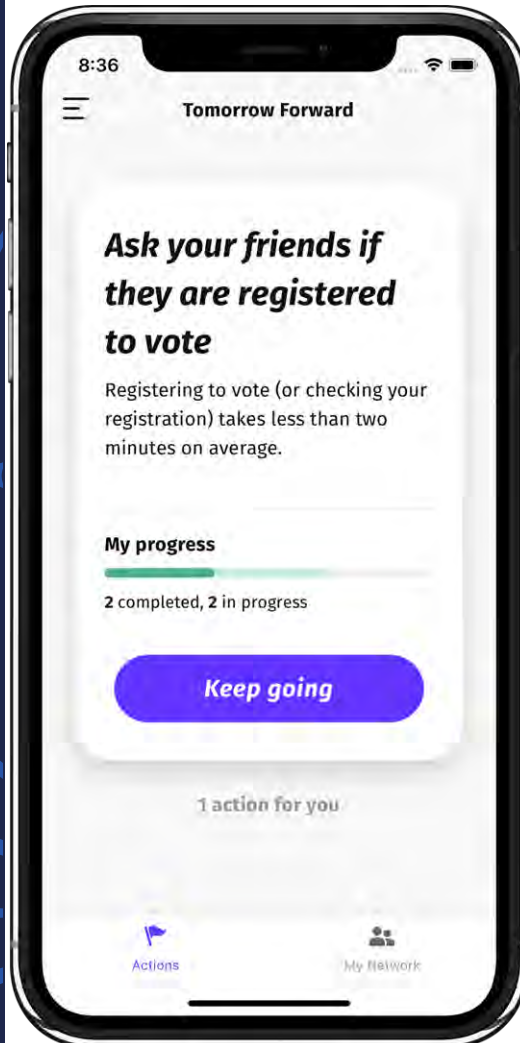




# Other Contact Methods



# Track Your Work



# Digital Contact Tools Menu

- Mobilize: Volunteer engagement and event management
- Empower Project: True peer to peer organizing
- Hustle: Rapid text messaging service with live message sender
- Mobile Commons: Opt-in only blast text message service
- Action Network: Email messaging, petitions, targeted ads
- VAN: List generation for phone bank, canvas, and worksite visits

# How Do I Access These Tools





# Contact Information

AFSCME IU – 202-429-1000

Political Action

Data and Analytics

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