



Smart Politics Campaign Bootcamp

Information Session
May 23, 2022

The background is a stylized American flag with horizontal stripes in red, white, and blue, and a field of white stars on a blue background. A large, textured blue 'X' is drawn across the center of the image.

★ What we're
★ doing now
★ **isn't enough.**

We need a
better
approach.

—
Here are the

3 BIG DIFFERENCES

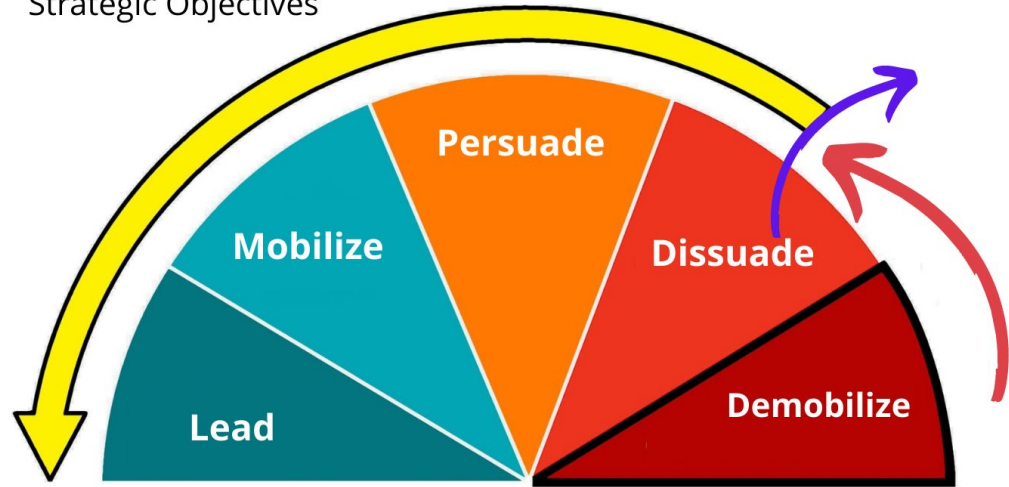
of the Smart Politics
approach

#1 Strategy

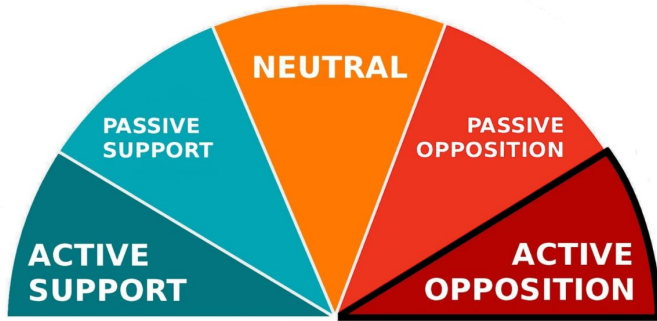
Most campaigns think in terms of us and them.

We think in terms of the Spectrum of Allies.

Spectrum of Allies
Strategic Objectives



Spectrum of Allies



Campaign schedule

Weeks 2 - 3: Strong supporters

- Activating
- Team building
- Ladder of engagement

Weeks 4 - 6: Weak supporters

- Clinching support
- Mobilizing registered voters
- Registering

Weeks 7 - 8: Neutral/Undecided

- Persuading the undecided
- Engaging the apolitical

Weeks 9 - 10: Weak opponents

- Dissuading
- Neutralizing/diverting

Week 11: Strong opponents

- Demobilizing
- Cooling

#2 Method

Most campaigns involve impersonal outreach to strangers.

We connect personally with voters we already know and get to know voters we don't.





1) Relational organizing

- Campaigning through your personal network
- Much more effective for GOTV and voter registration

2) Deep canvassing

- Extended, persuasive conversations with voters
- Conversations as short as 10 mins produce lasting opinion change

#3 Technique

Most campaigns are lousy at sharing their message with outsiders.

We know how to communicate in a way others can hear.





1) Change Conversation Pyramid

- Psychological needs in a persuasive conversation
- Start at the bottom and work your way up

2) Change Conversation Cycle

- Tool for structuring individual dialogues
- Order makes it easier to meet voter's emotional needs

Questions?

Details

WHEN: Sundays from 1 to 4 pm ET
June 26 to September 18

WHERE: Zoom

WHO: Progressives!

COST: \$1200/person full-price
\$600/person NOW

TICKETS: Eventbrite

Thank You!