



2022 Campaign Bootcamp

TENTATIVE SCHEDULE

Week 1: Welcome and orientation

- Introductions
- Expectations / intentions
- Mini-presentation: **Relational organizing**
- Organize working/support groups
- Tech orientation (or paper spreadsheet set-up)

Week 2: Getting started with relational organizing

- Review and feedback
- Mini-presentation: **Spectrum of Allies**
- Set goals for contacts
- Plan asks for highly active supporters
- Mini-presentation: **Change Conversation Cycle**
- Demonstration ask role play

Week 3: Team building and group care

- Review and feedback
- Mini-presentation: **Emotion management: Dealing with frustration**
- Practice naming emotions and being supportive
- Mini-presentation: **Ladder of engagement**
- Plan asks for moderate activity strong supporters
- Role play

Week 4: Clinching weak supporters

- Review and feedback
- Mini-presentation: **Change Conversation Pyramid**
- Role plays

Week 5: Mobilizing registered/connected supporters

- Review and feedback
- Mini-presentation: **Barriers to participation**
- Role plays

Week 6: Registering/connecting disengaged supporters

- Review and feedback
- Mini-presentation: **How to get people registered**
- Role plays

Week 7: Persuading the undecided

- Review and feedback
- Mini-presentations:
 - **Deep canvassing basics**
 - **Coping with misinformation**
- Role plays

Week 8: Engaging the apolitical

- Review and feedback
- Mini-presentation: **How to engage the apolitical**
- Role plays

Week 9: Dissuading weak opponents

- Review and feedback
- Mini-presentations:
 - **How to craft stories that shift narratives**
 - **How to cultivate doubt with curious questions**
- Role plays

Week 10: Neutralizing weak opponents

- Review and feedback
- Mini-presentation: **How to encourage soft opponents to consider alternatives**
- Role plays

Week 11: Demobilizing strong opponents

- Review and feedback
- Mini-presentation: **How to bust stereotypes and reduce animosity with cooling conversations**
- Role plays

Week 12: Review