



**ORGANIZING HANDBOOK  
JULY 2019**

# INTRODUCTION

**Grassroots organizers like you win elections.** We're a small team working to accomplish a big goal, and we don't have the resources to do this on our own. We need you — our best ambassadors — to spread the word across the country about Julián, his story, and his People First vision for the future!

## WHAT WE NEED YOU TO DO

1. **Gather your friends, family, and neighbors to form your own Team Julián.**
2. **Host community events. Try coordinating organizing meetings, watch parties, or even house parties!**
3. **Create your own strategy for talking to as many voters as possible and collecting commit to vote cards.**
4. **Share your work with us and your fellow supporters!**

**In this handbook,** you'll find everything you need to get started, broken into two parts.

**Part 1 - Our Summer Plan** will give you an overview of our summer objectives and how to get them accomplished. **Part 2 - Organizing Toolbox** serves as your reference guide on how to be the best organizer for Team Julián that you can be.

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**If you're using your computer, this handbook is interactive!**  
You can click on links to go straight to the internet and use the checklists in PART 2 as your planning tools.

# RESOURCES

## Organizing Dashboard

- You can find all the resources you need at [organizing.juliancastro.com](https://organizing.juliancastro.com)

## Team Julián Virtual Field Office

- To sign into Slack for the first time, use this [invitation link](#).
- To sign into Slack after you've created your account, open the [Slack application](#) or go to [teamjulianFTF.slack.com](https://teamjulianFTF.slack.com)
  - [Slack](#) is our 'virtual field office.' Every day, we post campaign updates and projects for remote volunteers. Slack provides a place for those organizing locally in their communities to connect with other volunteers like yourself. This can be something you check every so often, or every day. If you're jumping back into the virtual field office after an absence, don't feel like you need to catch up on everything! The important messages will be pinned with the pushpin icon at the top.
- If you have any trouble getting into Slack, send us an email at [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com)

## Starter Toolkit

- Order your toolkit at [organizing.juliancastro.com](https://organizing.juliancastro.com)
- Your toolkit will have everything you need to start organizing in your community. It includes: *a print-out of this PDF, placards (paper signs), commit cards, palm cards (campaign literature), bumper stickers, and buttons.*
- There are three ways to order your toolkit. You can order it at cost, \$25, choose what you pay, or 'pay it forward' by donating more with your kit. Your donations will give other volunteers the ability to access these important resources!

## Events Page

- [julianforthefuture.com/events](https://julianforthefuture.com/events)
- Click "Host an Event" and follow the prompts to post.
- You'll have the option to make your event public or private. If you make your event public, it will appear on our events page for others to find. If you make your event private, people will only be able to see it if you share the link directly with them.

If you have any questions at any time, we're here to support you. you can reach out to us at [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com).

# PART 1

# OUR SUMMER PLAN

## We Need You to:

1. **Form your own Team Julián.**
2. **Talk to voters everywhere about Julián's vision and campaign.**
3. **Earn the support of voters and build a strong community of Julián supporters nationwide.**

This summer we're laying the groundwork for big voter turnout operations in the fall and winter. That begins with you - you know your community best and you can turn your friends and neighbors into Team Julián's earliest supporters.

The most effective ways to do this are to **host events**, which give people the opportunity to engage with the campaign, learn about Julián's People First vision for America, and collect 'commit to vote' cards.

There may be other ways for you to campaign in your community, including walking in parades, attending community or Democratic party meetings, or hosting debate watch parties. All of these are great ways to ask for people's commitment to vote and **grow your local #TeamJulián!**

# Forming Your Local #TeamJulián

## Gather your friends & family, and other Julián supporters

Our first step to electing Julián is to form a team. Your community already has the resources it needs - YOU!

### Get Started with EVENTS

Events are a great way to recruit members of your community! Invite everyone - they could be your future friends!

## Types of Events:

### House Party

Earn the support of new people by taking the time to review why you're supporting Julián and sharing what excites you the most about the campaign.

### Watch Party

Watch parties allow you to experience important campaign moments with your community.

**TIPS:** Ask people to arrive 20 minutes beforehand so you can chat and mute the TV during commercials so people can get to know each other.

### Coffee Meeting

Contact a local coffee shop or small business and ask if you can reserve a few tables. Then, invite people to fill the tables as you discuss the campaign. An informal meeting is great for those who are uncommitted.

### Organizing Meeting

Meetings provide a space to share your progress with other Team Julián members, trade advice about collecting commit cards, discuss campaign updates, and to plan your next steps.

### An Unlikely Journey Book Club

Reserve copies at the library, or ask people to consider buying ([on sale on Amazon here](#)).

### Policy Review Chat

You can read and discuss the policy proposals found at [issues.juliancastro.com](http://issues.juliancastro.com). Try looking for articles that review Julián's policy proposals to make comparisons between other candidates' proposals and give context.

**If you only REMEMBER four things about events:**

- 1. Have a purpose.** Whether that's introducing Julián, reviewing policy proposals, or having a working meeting with your team
- 2. Make everyone feel welcome.** Say hi to everyone, introduce people, ask people to contribute their ideas, invite them back to join a future event, and thank them for coming.
- 3. Sign everyone in to your event so you can follow-up with them afterwards.** Use a sign in sheet to collect their name, email address, and phone number so you can stay in touch! Then, email the sign-in sheets to [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com).
- 4. Make an ask.** By attending any event, people are showing you that they care. Invite them to be a part of the campaign by donating, volunteering to collect commit cards with you, or attending a community meeting to talk about Julián.



**Post Your Event At:**

[julianforthefuture.com/events](https://julianforthefuture.com/events)

# Collect ‘Commit to Vote’ Cards

## Mobilize voters in your community

### Importance of Commit Cards

The biggest way you can help Team Julián is to start collecting commit to vote or commit to caucus cards. A commit card is a postcard that we ask voters to fill out once they’ve committed to support Julián in the Democratic primary.

### Why Commit Cards?

- Commit cards help build our list of supporters, so we know who to mobilize for early voting and Election Day.
- The card itself is a reminder to vote! Close to Election Day we will mail the cards back to everyone so they receive a signed reminder - from themselves! -of their commitment to vote.
- When we collect emails and phone numbers, we can stay in contact with people to keep them updated, invite them to nearby events (including yours!), and most importantly, get them out to vote.

**Signing a  
commitment to vote  
has been proven to  
increase voter  
turnout.**

### Where to Collect Commit Cards

- **Crowd canvassing** at community events such as county fairs, farmers markets, or other community events. For tips on how to plan a great commit card event - check out [“Collecting Commit Cards”](#) on page 17
- **Set goals for your team.** Create challenges between meetings, you can even engage in some friendly competition to reach your goals as a group! Ask your friends, family, people at church, school... or anywhere you go!
- **Keep a stack in your backpack or purse.** That way when you start talking about your volunteer work or the 2020 election you’ll always be ready to get folks to commit.

### DON’T WORRY

Asking someone for their vote is a big deal! There may be people who you stop to ask who aren’t ready to commit to vote yet. That’s okay! Speak from the heart and know that you’re starting a very important conversation. Even if someone isn’t ready to commit, they’ll remember that someone from their community took the time to ask them about the issues they care about most - and that matters.

For collecting ideas, visit [“Collecting Commit Cards”](#) [pg. 17] in Part 2: Organizing Toolbox



**To fill out a commit card, make sure the voter has filled out:**

- **First Name**
- **Last Name**
- **Address** (we'll use this to mail them the physical postcard back). If they don't want to give their street address, make sure you grab their **zip code** so we can direct them to events in their local area.
- **Cell phone**
- **Email**
- **Signature** - since they are committing to vote or caucus!

The image shows a sample of a commit card titled "I COMMIT TO:". On the left, three blue callout boxes point to specific sections of the card:

- VOTE**: A check to commit to vote or caucus! (points to the "Vote for Julián Castro" checkbox)
- VOLUNTEER**: A check to become involved in Team Julián! (points to the "Volunteer with Team Julián" checkbox)
- SMS**: A check to sign up for text message updates. (points to the "Receive SMS updates\*" checkbox)

The card itself includes the following elements:

- Header:** "I COMMIT TO:" in white text on a black background.
- Logo:** "JULIÁN CASTRO 2010" logo.
- Contact Info:** "816 Camaron St., Ste 1.04 San Antonio, TX 78212 JULIANCASTRO.COM".
- Form Fields:** Three checkboxes for "Vote for Julián Castro", "Volunteer with Team Julián", and "Receive SMS updates\*". Below these are lines for "My Name", "My Address", "City", "State", "Zip Code", "Signature", and "Email".
- Image:** A small empty square box in the top right corner.

**MAIL YOUR FILLED OUT COMMIT CARDS TO HQ**

**Once you have collected 25-50 cards, send them back to HQ.** This is the most important part! We use commit cards to gauge support across the country. The cards show how broad our base of enthusiasm for Julián, which helps us make important decisions about where we need to focus our campaign efforts. It also serves as a great resource for us to share campaign updates via email and text with supporters. It all starts with you, but we can continue to follow up with folks about how and when to vote for Julián.

**Mail your stack of completed commit cards to:**

Organizing Team, Julián for the Future  
PO Box 501  
San Antonio, TX 78292

If postage is a barrier to mailing your cards back, please send us an email at [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com).

# Talk to Voters Everywhere!

## Other ways to engage with your community

As we're asking for people's votes and building a team, we also want to be out in the community, raising Julián's name recognition and earning support. This happens in a few ways that we'll outline below, but remember that you know your community best. Where does your community gather? Where is a good place to talk to voters about the stakes of this Presidential election and why you're supporting Julián?

### Attending Other Groups' Events

- **Watch parties** hosted by other organizations like Indivisible or any local businesses
- **Democratic party meetings**  
County or local parties usually have regular meetings. Go and give a campaign update, invite people to volunteer, and learn about other events to attend.
- **Community meetings**



### TIPS

- Ask if you can send around a **sign up sheet**
- Practice and **write down your ask** for people to **sign commit cards**
- If attending another group's event, ask beforehand if you can **make a pitch** about Julián and the campaign.

### March in Parades

- Parades are a fun way to show how many Julián supporters are in your area!
- Contact your local Democratic party and ask them if they are marching in upcoming parades, and if you can join wearing your Julián t-shirt or carrying a sign. Often Dem. groups will walk and encourage people from different campaigns to walk together.
- Make sure to post your event to [julianforthefuture.com/events](https://julianforthefuture.com/events)
- Make signs or t-shirts or order them from the **store**

### **Ask for Small Business Endorsements**

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Small businesses are important community leaders! Make a plan to meet with local businesses (avoid their busiest times!) and ask to speak to the owner or manager. Ask them to place a Julián sign in their window and if they will, order commit cards or palm cards for their business. Local businesses' support is a great opportunity to increase voter awareness of Julián's vision.

### **Writing Letters to the Editor**

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Submitting letters to the editors of your local newspapers is a powerful and effective way to get the word out about Julián and your local organizing efforts to a wide audience, including the paper's readership, community leaders, and elected officials who often read these letters to learn where their constituents stand on the issues that affect their community.

# Next Steps

## Reevaluate and keep organizing!

Organizing often has many “**rinse & repeat actions**” - monthly house parties, weekly coffees, weekly phonebanks, or biweekly meetings.

**Keep at it, remind yourself why the work is important, and figure out what works best for you.** Maybe you find that you get the most commit cards after having a text conversation with your friends, and then arranging a time for them to sign a commit card. Sometimes one event doesn't work for one community, but it works for another!

## FINAL THINGS TO REMEMBER

### Keep the campaign up-to-date on all your amazing work!

- Post your events to the map
- Post photos of your team working together online using the hashtags [#TeamJulián](#) [#Castro2020](#)
- Tell us what you're working on and email us your sign in sheets and feedback, and at [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com)

### HAVE FUN!

- Organizing can be hard work, but it allows us to create a meaningful impact on the direction of our communities and country.

## **PART 2**

# **THE ORGANIZING TOOLBOX**

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### **Everyone can be an organizer!**

You already have the most important parts: your excitement about Julián, your personal motivation for getting involved in this important election, and your commitment to turn out the vote and bring new people into the campaign.

This section of the handbook provides additional written trainings and checklists for what's sometimes called the "Organizing Toolbox." Practicing your personal story, hosting a great event, or recruiting volunteers will make organizing with Team Julián more fun and effective.

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# Hosting a Great Event

Debate watch parties, house parties for uncommitted friends, policy review meetings, or any other creative event you think of, are great ways to meet other supporters, get more commit cards, and plan your future actions. Use this checklist to make sure you have everything you need for a great event.

## Event Checklist

### Before Your Event (1-2 weeks)

- Decide on your location and time.**
  - If you can't host at your place, consider local businesses or a community meeting space.
- Draft your agenda, goals, and anything else you need to be prepared.**
- Post your event on [juliancastro.com/events](https://juliancastro.com/events)!**
  - You can post events to our events page by using this link: [julianforthefuture.com/events](https://julianforthefuture.com/events).
  - After you post your event, we will approve it on our end.  
**Note:** if you make your event public, folks whom you may not know may find the event link and join you. This is a great way to meet other supporters in your community, but if you'd rather keep it to people you know, mark the event as private. If you have any questions or issues posting your event, email us at [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com).
- Invite your friends, family and community.**
  - Set a goal for how many people you want to attend.
  - But remember, not everyone you invite will be able to attend.  
**TIP:** To hit your goal, invite about double the number of attendees you actually want to show up.
  - You can invite your family, friends, work colleagues, people you know through civic or community groups, members of your religious community, and your neighbors. Cast a wide net to ensure you reach everyone who could become a supporter.
  - Use the event link you created - this way they will be connected to the campaign!

### Day Before Event

- Send confirmation texts.**
  - This is also a great time to ask people to bring some snacks and tell them to bring a friend! People who signed up on the event link will also get an automatic email reminder.
- Print out sign-in sheets.**
  - (see end of handbook) or make your own - be sure to include a space for email and phone number so we can continue to engage with attendees!
- Review your agenda (sample on next page).**
  - Make sure to write out what your asks will be - donate \$1, commit to collect commit cards, attend an upcoming event, etc.

## Day of Event

- Set up the space before people arrive.** If you're hosting a watch party, make sure your TV or livestream is set up. If you're going to be in a coffee shop or another public place, arrive early and put out some signs, so people can find you.
- Welcome folks as they arrive and encourage them to sign in.** We use the sign in information to keep in touch with them about the campaign, upcoming events, and to invite them to volunteer too!
- Take photos** as folks are comfortable, and share on Twitter using #Castro2020

## After Event

- Thank people for joining!** Send a quick thank-you text, email, etc. You can include links to invite people to volunteer and donate too!
- Follow up with next steps** for people who signed up to volunteer
- Send your sign in sheets to us** so we can make sure they are in the loop. Email them to us at [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com).

## Sample Agenda

- **7 pm ET** - People arrive & sign in.
- **7:15 pm ET** - Welcome & introduction
  - Welcome guests and introduce yourself.
  - Give a brief background on why you support Julián.
  - Make sure everyone has signed in.
- **7:20 pm** - Go around the room for introductions.
  - Ask why everyone joined tonight.
- **7:35 pm** - Open up for discussion
  - What issues are important to everyone in this election.
- **7:45 pm** - Make an ask for people to sign commit cards and donate \$5 online from their phone.
- **7:55 pm** - Close by planning next steps for people who are strong supporters.
  - When will your next event be? How will you begin to organize together?



# Collecting Commit Cards

Collecting commit to vote (or caucus) cards is so important - **it's how we track our support across the country, grow our list of committed voters to communicate with (and later get out to vote), and the commit card itself becomes a fun piece of mail for us to send back to the voter when it's time to vote!** Read more about collecting commit cards on page 7.

## Collecting Event Checklist

### Before Your Event (1-2 weeks)

- Prepare all of the materials you will need.**
  - Commit to Vote or Commit to Caucus cards
  - Palm Cards (Campaign Literature)
  - Pens
  - Clipboards

Order commit cards at  
[organizing.juliancastro.com](https://organizing.juliancastro.com)

- Choose a busy location.**
  - Think about where you can talk to the most people: in front of grocery stores, public libraries, community college campuses, or other high traffic public areas. You can also collect commit cards by going to public events like county fairs or going door to door canvassing in your neighborhood.
  - Recruit volunteers for your event. Post your event to our event page ([julianforthefuture.com/events](https://julianforthefuture.com/events) and click “Host an Event”).  
**TIP:** Call or text everyone who has RSVPed the day before the event to remind them of the time and location of the event and make sure they bring any materials they need (sneakers, water, etc). Let them know how excited you are to see them!

### During the Event

- Train all volunteers.**
  - Some people in your group may have experience talking to other people about a candidate or an election, but many will not! The point of a group training is to make sure everyone understands why they're collecting commit cards and how to do it.
- Review the materials that you provide volunteers.**
  - Talk about what a completed commit card looks like - see the [commit card section on page 7!](#)
- Practice.**
  - If you're hosting a watch party, make sure your TV or livestream is set up. If you're going to be in a coffee shop or another public place, arrive early and put out some signs so people can find you.
- Check in with the team.**
  - Ask your volunteers how it's going, remind them how important their work is to the campaign, thank them for all their time and effort, and give them a big high five. Collecting commit cards can be discouraging; if you're doing it right you get many “no's” - because you're asking so many people! Part of your role as an organizer is to be a cheerleader for your team, remind them how appreciated they are, and motivate them to keep going.
- Take photos** as folks are comfortable.
  - Share on Twitter or Instagram to show off your hard work, post them in on your Facebook later as a way to thank your volunteers, and send to us [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com).

# Training Components

## Give Context

- Why are you collecting commit cards today?
- Why is this campaign important? How does collecting commit cards help you win?

## Give tips on how to be successful at collecting commit cards

- Be friendly and greet everyone with a big wave. A big wave and smile will increase the number of people who stop to talk!
- Make a strong, direct ask – for example, “Hi, do you know who you’re supporting in the Presidential primary?” If you’re going door-to-door, wear a name tag and introduce yourself.
- Ensure the card is fully filled out. Collecting signatures helps us build our list of engaged community members, and it all starts with you! Be direct in asking for the person’s phone and email if they don’t initially write it down. You can say, “Can you put your contact info down so we can keep you updated on important developments with our campaign and share information about voting / caucusing as we get closer to the election?”
- Rip off the other side of the commit card to share with the signer. You can add your contact information to the white space so folks can easily follow up with the campaign.

## After the Event

### Collect your materials and debrief with your volunteers

- Ask your volunteers to meet back at your meeting spot at the end of their volunteer shift with all of their materials. Make sure to get all the signed commit cards back. Ask your volunteers how their experience was. Remind everyone how important their work is, and thank everyone multiple times.

### Prepare your commit cards to send back to us.

- You can wait until you’ve collected your full stack and then mail them to us at

Organizing Team, Julián for the Future  
PO Box 501  
San Antonio, TX 78292

- Sending these back to the campaign is super important! This allows us to track our support and gives us a way to follow up with people who signed them - and mail it back to them when it’s time to vote!

# Writing a Letter to the Editor

Submitting letters to the editor of your local newspapers is a powerful and effective way to get the word out about Julián and share your local organizing efforts with a wider audience, including the paper's readership, community leaders, and elected officials who often read letters to the editor to learn where their constituents stand on the issues that affect their community.

## Writing Tips

- 1. Know the word limit and keep it concise.** Most newspapers will only publish letters within a certain word limit - usually 150-250 words. You can check the word limit on the opinion page of your paper's website or sometimes on the print version in the opinion section.
- 2. Follow this outline:** Introduce the topic, state your position, tell your personal story, and conclude with your call to action. You only have a bit of space, so stay focused!
- 3. If you're responding to an article, cite it.** Responding to an article in your local paper is a great way to get published. Make sure to include it specifically in your letter ("In response to Tuesday's article on 2020 candidates immigration policies...")

## Submitting Your Letter

- 1. When you're ready, submit your letter.** Go to your local newspaper's website and search for directions for submitting it online. If you can't submit online, send it to wherever your newspaper receives physical mail.
- 2. Call the paper the following day to make sure they received your letter.** This call will help bump your letter up in the line. You can follow this script: "Hi, I am calling to make sure you received my letter to the editor and ask if you know when it will be published?...Great, thanks!"
- 3. Check the paper each day after you submit your letter.** That way, you'll know as soon as your letter has been published, and you can begin sharing it on social media and email listservs to reach an even wider audience.
- 4. Post a picture of your letter to the editor on your social media** and use the hashtag #Castro2020
- 5. Email us a copy at [organizing@julianforthefuture.com](mailto:organizing@julianforthefuture.com)** so we can amplify your message!

\* **If your letter isn't published within a few days,** make some tweaks and submit again. Try submitting the same letter to another paper - just make sure not to submit the same letter to the same paper in the same 1-2 day period.

# Sharing Your Personal Story

**One of your most important Team Julián organizing tools!**

It's likely that you already share why you're supporting Julián with your friends and family. Connecting your support for Julian to your own life will help you connect with other potential supporters of Team Julian on a deeper level.

We'll break down how to do this below. We recommend grabbing a piece of paper or opening the notes app on your phone to draft some of your ideas!



## Elements of Telling Your Story

- 1. Tell your story.**
  - your identity
  - family
- 2. Articulate the value.**
- 3. Connect to the campaign.**
- 4. Make your ask.**

## Tell Your Story

**Why is getting involved in this election important to you?**

*What political issues do you really care about? What makes you care about those issues?*

*What have been some big moments that made you realize you care about those issues?*

For many of you, your personal motivation to get involved with a presidential race this cycle might be in reaction to the last Presidential election, but we encourage you to dig deeper. What are the values you hold closely and the issues you most care about? Channel those - the things that move you to action and that have brought you to the fight to elect Julián Castro president. Likewise, those are the values that will move your friends and neighbors to action, too.

## An example:

*In 2015 my father was put into removal proceedings from the United States. Up until this point, I never questioned my father's status in America but I knew his story. He had to quit school when he was in the 4th grade because his family needed help, between extreme poverty and gang violence, his life became dedicated to surviving. He left Mexico when he was still a teenager to join one of his brothers in America, knowing that every cent he earned would be sent back to his family to pay for basic human needs and pay for protection. I knew if he was removed that would be a 10 year ban on re-entering the United States. In 10 years, we would have found meaningful careers, significant others, gotten married, had children—and he wouldn't be there for any of it. I began working on campaigns in 2016, I knew that the only way to change the laws that held my father's life in the balance, was by electing people who would fight for immigration reform and not just run a platform on empty promises. Secretary Julián Castro truly lives the values he presents and works hard to put people first. He sees the struggles of families being separated at the border and he understands the fear of families being torn apart by the act of crossing into the United States. More importantly he does not just use the term "comprehensive immigration reform" but lays out a detailed plan on what that means to reform our immigration system and create a humane border policy. I work hard everyday to elect people like Julián Castro, who value and fight for families like mine. Families who live in fear of ICE knocking on their doors, fear of crossing the border seeking a better life and instead being separated from their children and thrown into cages, fear of only knowing the United States as a home and now being threatened to be removed from everything they know. Today I ask each of you to knock doors, make calls, get involved not just for yourself, but for the thousands of individuals without a voice. Help elect a president who puts people first, help elect Julián Castro.*

*-Lauren, NC*

## Articulating the Value

Stories connect with others when they are connected to a shared value. People who you talk to about the campaign may have a different personal story, but you'll have shared values. Often, values are implicit in a story, but to craft a compelling personal story, we'll make the implicit explicit.

→ Brainstorm values that are important to you: treating others with respect, equality, fairness, justice, dignity, kindness, responsibility, equal opportunity, integrity, dedication, empathy, honesty, accountability

## When Should I Use My Story?

1. When someone asks you what you did over the weekend, and you share that you're volunteering with the campaign
2. When you ask your network to donate
3. When you give a pitch at a local meeting
4. When you ask a voter to sign a commit card
5. **Anytime!**

**Your personal story will look different to different audiences and different places.** You also have many personal stories that bring you to volunteer with Julián - there may be times where you talk about your family's own immigration story, your personal experience with the health care system, or your religious values as they relate to the death penalty. For each personal story, just remember to articulate the value and why that personal story compels you to be involved with the campaign.

We all have our own personal and important reasons for being involved. **When you share your personal stories, it deepens your connection to others and to our work.**

# Giving a “Campaign Update”

When you talk to people about the campaign, they may ask for a **campaign update!**

## Things You Can Always Share

- We are working hard to earn support from voters across the country, including people who may be new to the caucus or primary process.
- We have staff teams in the first four states with primaries or caucuses (Iowa, New Hampshire, Nevada, and South Carolina) who are building volunteer teams to get out and talk to as many voters and caucus-goers as possible.
- We are engaging volunteers across the country (like you!) to talk to friends and neighbors about Team Julian.
- We’ve reached 130,000 individual contributors, which is one part of the qualifications for qualifying for the September debates. The second qualification is getting 2% in four qualifying polls.
- We’re working to host events in all 50 states with Julián.

## How to Receive Campaign Updates

- Follow us on [Facebook](#) and [Twitter](#) to stay updated on:
  - Recent Trips
  - Latest policy proposals
  - Recent media appearances
- Find upcoming events at [julianforthefuture.com/events](http://julianforthefuture.com/events)

Encourage people you speak with, whether they are committed to vote or caucus for Julián or still undecided, to sign up for updates at [juliancastro.com](http://juliancastro.com) so they can stay up to date, too!



# Growing Your Local Team Julián



## Why Teams?

**When you start to build a team, you start to organize.** Teams allow people to do the work in a way that is fun, empowering, and inclusive. When you have a team, you share the responsibility and energy with each other. Having a strong team ensures that the work gets done in a more efficient and productive way. We know you have a limited time to volunteer, and we have a limited time before voters start voting, so we want to use that time effectively.

## What Makes a Good Team?

What are some team values or qualities that are important to you?

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We encourage you to think of the values and qualities important to you, but here are some team values important to Team Julián:

**INCLUSIVE**

We welcome new people, know everyone’s name, and actively include everyone in the work.

**EMPOWERING**

We support and encourage each other and share resources to bring in more people and make them feel welcome. When we ask someone to do something, we make a clear and concrete ask, but then also share the resources we have to set folks up for success in the task.

**PRODUCTIVE**

We don’t waste people’s time or give ‘busy work’. We focus on our goals.

**FUN**

We allow space for silliness, fun, and getting to know each other. You are not just building a team, but a community.

## **Strength in Shared Values**

We are excited about Julián and connecting with voters across the country, but sometimes that work can feel hard and discouraging. **Keep your team committed to the work by reminding each other of our core values, what we’re fighting for, and how President Julián Castro will bring progress back to the White House.**



# Recruiting Volunteers

You can grow your team, include more people, and therefore accomplish more, simply by inviting people to be part of it! Folks can be shy to participate unless you ask them directly - sometimes more than once!

**Recruitment is most effective when we explain what we're recruiting for and why it's important.** If getting involved were easy and obvious, way more people would do it! That's why it's on us, as already-engaged people, to actively invite others to join in.

## How to Ask People to Volunteer

- Volunteering on a campaign can be mystifying and scary. **Asking clear and direct questions** to invite people to join will make it feel more welcoming!
- We want our asks to **give context and a reason** for someone to respond yes. **We want our asks to be specific, deliberate, confident, and unapologetic.**

## Examples

<b>Strong</b>	<b>Weak</b>
<p><i>“Hey! This Saturday I’m going to be at the farmers market with Jorge from 10 am - 12 pm to talk to people about Julián and collect commit to vote cards. We’re having a lot of fun meeting new people and spreading the word about Julián which is so important, even this early. Will you join us?”</i></p>	<p><i>“Hey, do you want to maybe volunteer with me for Julián? I know you’re really busy but just wanted to check.”</i></p>
<p style="text-align: center;"><b>Avoid</b></p> <ul style="list-style-type: none"><li>• Opening with a vague ask</li><li>• Leaving out the commitment</li><li>• Offering an easy out</li><li>• Being too apologetic</li></ul>	

## Tips for making an effective ask:

- **Get in the right mindset.** Remember that you're providing an opportunity to be part of something big - electing our next President! You know that your friends, family, network, and other Julián supporters are caring people who may be looking for the right place to put their energy to make a difference - and you can provide that opportunity. Don't be apologetic or feel bad for asking.
- **Be thoughtful about the language you use.** Give context to what you're asking for and why. What's the specific action, role, or task that you're asking for? Why would doing that help us win? Try your best to avoid filler words like "maybe" or "possibly." You can draft yourself a script too.
- **Ask for something specific.** Knowing what they're being asked to do makes people more comfortable and, therefore, more likely to get involved. Be clear with your asks by providing details. What are you asking them to do, where, what time, and for how long?
- **Be persistent.** If someone says no, that's OK!, Don't be shy about making multiple asks. Address their concerns, figure out what they feel comfortable doing, and ask again. For example, they may feel comfortable with recruiting people to join a house party by calling their network, but not by text messaging - or vice versa!
- **Keep asking!** When someone says yes, that's awesome! Don't forget, there is probably more you need help with! If they agree to attend your house party, ask if they can invite some of their friends, or bring a snack to share.

**Recruitment is an awesome way for you to give people the opportunity to get involved in a campaign that speaks to their concerns and values.** Volunteer recruitment is what holds your network together. It's the safety net that ensures everyone sticks together and shows up for each other.

### Where to ask people to volunteer:

- **Over text message** - directly or in group chats
- **Calling your network**
- **On Facebook** - use your own Facebook page, groups you're a part of, Facebook Messenger
- **When you see your friends in person**
- **During one of your own events** - ask people who attend events to attend another event

**Ask people to come back!** Don't forget to continue to ask other people to join you for future events. Life gets busy and, sometimes, no matter how much you care, we all need a friendly reminder to keep us engaged. As you build your community of organizers, don't forget to check in on one another and remind your team about the importance and impact of the work you're doing.

**We want people who join for one event to feel welcomed and excited about taking part in future events you host for Team Julián!**

**With each relationship you build with new supporters or volunteers, ask yourself:**

- Did you thank them for their time?
- Do they know how their work connects to Team Julian's success?
- Did you invite them back?
- Were you welcoming?
- Did they feel part of this community?

## One on Ones

A one on one (1:1) is an intentional, pre-scheduled meeting with another activist or potential volunteer to get to know each other, collaborate on campaign strategy, and agree on future action. Through a one on one you can share why you believe electing Julián is change-making, figure out what their skills and talents are, and build a meaningful Team Julián connection.

**One on ones allow us to build relationships, and grow our organization!**

People you could ask to have a one on one with:

- People registered for your events
- Past volunteers
- Potential leaders of your team
- Uncommitted voters
- Community leaders
- County party members
- Anyone!



### How to Ask

**Directly!** Ask if that person can meet at a specific time and share why you'd like to meet, such as: "It seems like you have a lot of great ideas about how we could be using social media better! I would love to sit down for coffee in the upcoming week to talk about your ideas and how we could train other people on our team to use social media to show off all of the work we're doing. Could you meet Saturday at 3 pm?"

## Sample One on One Agenda

### **1. Explain why you want to meet -**

Tell them you want to get to know them more, learn about their experience, talk about the campaign, figure out a way for them to be involved more, or collaborate on strategy.

### **2. Share your personal story and ask them to tell you about themselves as well.**

Allow some time to get to know each other more, make a connection, and see what you have in common before you make your campaign ask. Be positive, enthusiastic and show your appreciation for the time they've taken to meet with you.

### **3. Talk about your team, the campaign, and share what you're working on.**

### **4. Ask them for feedback and what they're interested in:**

Why are you supporting Julián? What is important to you in choosing who to support?

### **5. Do you have experience working with a political campaign? Have you volunteered with a campaign before?**

### **6. What ways were you hoping to be involved?**

### **7. Who else do you think I should talk to?**

### **8. End with next steps.**

Don't be shy asking this person for what you need from them - are you asking them to take on a role within your team? Are you asking them to commit to bringing new people to your next meeting? Whatever your ask is - remember, that this person wants to work with you on the campaign and has taken the time out of their busy schedule to meet. So be intentional in determining what they're most interested in and what is the best way to get them involved.

## After One on One

Follow up with a thank-you email, text, or letter. Reiterate your appreciation for their time and interest, and briefly revisit what was discussed to affirm any next steps!

# Hosting a Great Organizing Meeting

Meetings are a great opportunity to come together and work collectively. There are many types of meetings, but whatever it is, make sure there is a reason for the meeting! Having a meeting doesn't mean that we're accomplishing the goal of our campaign - it's a chance to plan, get re-energized, and get connected to each other so you can do the work necessary to win!

## Types of Meetings

1. **Kickoff meeting** - get together supporters to plan your summer actions to collect commit cards and get out in the community.
2. **Check in / monthly meeting** - gather to meet about your commit card collection, upcoming events, progress towards commit card goals, and get to know each other more.
3. **Planning meeting** - Is there something the group could decide on? Would it be helpful to have a group brainstorm for a variety of ideas and then take a vote to decide on a path forward?
4. **Work meeting** - This could involve completing a project together like making signs for an upcoming parade, learning about one of Julián's policy proposals, or working on tactics like writing letters to the editor.

## TIPS

- Make a brief agenda and jot down some notes about what would make the meeting a success.
- Make sure everyone signs in, so you can follow up with everyone about the commitments they made during the meeting.
- Remember to ask people to take action! Not only will this help you empower your delegation and accomplish our goals, it also creates a better experience for those attending. They showed up for a reason - they care about electing Julián and they need you to show them how to help!
- Be inclusive!
- Make sure you give space for everyone to introduce themselves before you start. Getting to know each other and allowing some space for fun will keep the work enjoyable!
- Involve your group in running the meeting. If some are quieter, you can all go around and suggest an idea during a brainstorm. If your group is on the bigger side, split into groups of three to four to work on an issue, but make sure you all reconvene to report back to the larger group.


# Appendix

**Sign-In Sheet**

**31**

Name of Event: \_\_\_\_\_  
 Date of Event: \_\_\_\_\_  
 Location of Event: \_\_\_\_\_



I'd like to receive texts and updates! 

Name	Phone		I want to volunteer! <input type="checkbox"/>	Send me text messages* <input type="checkbox"/>
	Email	Zip Code		

Name	Phone		I want to volunteer! <input type="checkbox"/>	Send me text messages* <input type="checkbox"/>
	Email	Zip Code		

Name	Phone		I want to volunteer! <input type="checkbox"/>	Send me text messages* <input type="checkbox"/>
	Email	Zip Code		

Name	Phone		I want to volunteer! <input type="checkbox"/>	Send me text messages* <input type="checkbox"/>
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Name	Phone		I want to volunteer! <input type="checkbox"/>	Send me text messages* <input type="checkbox"/>
	Email	Zip Code		

Name	Phone		I want to volunteer! <input type="checkbox"/>	Send me text messages* <input type="checkbox"/>
	Email	Zip Code		

\* SMS, msg & data rates may apply. Text "STOP" to cancel or "HELP" for help.