

April 2019

Michael Jacoby Brown
training & coaching

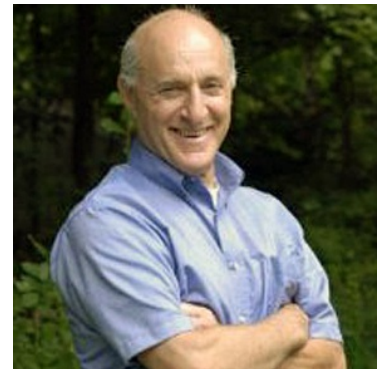
*Helping organizations achieve their goals
through recruiting and motivating others*

Organizer's Edge ▶

Greetings!

An Old New Way to Get Voters Out?

-- Michael Jacoby Brown



*"We are about to enter the age of word of mouth and ...paradoxically... all the limitless access to information...is going to lead us to rely more and more on very primitive kinds of social contacts. We will have even more needs for information we can rely on from people we know and trust." – Malcolm Gladwell, *The Tipping Point**

The problem: The 2016 election saw much mis-information thru Facebook and other social media, likely resulting in changes in voters' choices and behavior, including a drop off in voter turn- out. We who hold values of social justice, equity and fairness need a strategy and plan to influence voters' behavior and increase voter turn-out, this year, in 2020 and into the future.

The Theory: Face to face communication, at a person's home or in informal setting, from neighbors or other people a voter is likely to trust, is likely to influence a voter's behavior and increase their likelihood of voting. Face to face listening and communication (the "primitive kinds of social contacts" Gladwell refers to above) can be an important factor in a national election if widely and effectively used.

The Project: During the summer and fall of 2019, develop a campaign of volunteers neighbors, organizers and activists to visits their neighbors in a diverse group of targeted voting precincts to test the potential to influence voting behavior and increase turn out. These organizers will make face to face visits to eligible voters, including non-registered and in-infrequent voters, to test the potential for influencing voters' behavior and increasing voter turn- out in these targeted precincts. *These organizers would also connect those they visit to existing social justice organizations and encourage them to be involved in and develop their leadership in other relevant campaigns and organizations.*

The Product: From this work we will publish an easy to understand guide to face to face voter contact. This product will be available in print and electronic

forms – perhaps with an additional video guide. The hope is that this product will then be put into use over the spring, summer and fall of 2020 by many people so that we can return our democracy to the voters, and use the power of neighbors and others with whom we have trusted relationships.

Questions:

What do you think of this idea?

Who else is doing anything like this?

Is there any guide currently available like the one envisioned here?

If you think such a project and guide would be valuable, what would insure its success and allow it to be used by a diverse group of organizers and activists?

What am I missing, over-looking, and forgetting?

Who else should have input on this idea?

You can call or text me: 617 645 0226, or Email: Mjbrown246@gmail.com

And Thanks!

Feedback Welcome

We want to hear from you, your reactions, ideas, what is at the edge YOUR "envelope." Just go to...

[Visit Our Website!](#)



Who else you will hear from.....

We are just starting, but so far you can expect to hear what the following people are thinking:

Jessica Tang: Boston Teachers Union, AFT

George Luse of the Mass Teachers Assn,

Scott Reed with the PICO Network, ,

Cathy Howell, in Oregon and El Salvador, formerly with the AFL-CIO,

Caesar McDowell of the Interaction Institute for Social Justice,

Diana Bell of Community and Labor United,

David Hernandez of the California Education Assn,

Attica Scott, State Rep Louisville, Kentucky

Bob Van Meter with the Local Initiative Support Corporation in Boston,

Walter Davis, of the Tennessee, Health Care Coalition.

Debra Askenase, of Community Organizing 2.0,

Deb Fastino, of the Coalition for Social Justice in New Bedford, MA,
Rebecca Gutman, with SEIU-1199,
Tim Dean, of SEIU-1199,
Mary Ochs, long time organizer in Los Angeles
and others, hopefully, including YOU

Other Useful Links

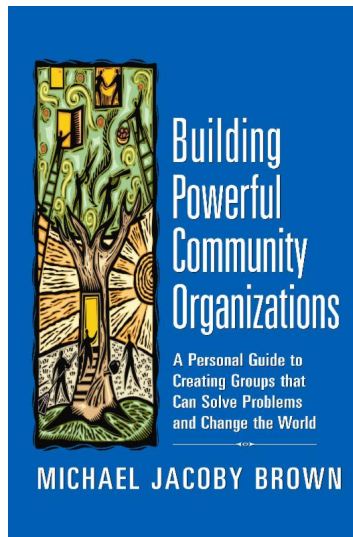
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