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February 2020

Michael Jacoby Brown
training & coaching

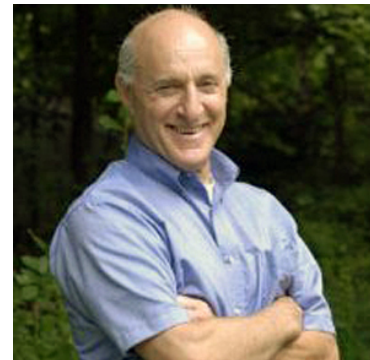
*Helping organizations achieve their goals
through recruiting and motivating others*

Organizer's Edge ▶

Greetings!

An Old Idea Whose Time Has Come?

Maybe I'm crazy. Maybe naïve. Maybe old fashioned. I just think a neighbor showing up at my door and talking with me about what I am concerned about in the coming elections is more believable than anything I'm going to see on Facebook.



In the coming political campaigns we are going to see a lot of ads on Facebook, in the mail and more. Since Facebook and Google know everything about us --our friends, buying habits, and interests -- they will send us ads tailored just for us. They know how to press our buttons to scare us. This will affect how and if people vote unless we come up with something better.

That something better is to go knock on our neighbors' doors, make sure they are registered to vote, listen to what they are concerned about, get to know them better, maybe invite them over for a coffee hour with other neighbors, keep track of their phone numbers and emails, and remind them to vote.

I'm not sure this will counter the flood of social media advertising we are likely to see, but I think it's worth a shot. You, a neighbor, are more believable than any social media ad. As a neighbor, with the sense to listen and not just hard sell a candidate or issue, you have a chance to change some minds about who to vote for and get some folks who would otherwise **not** vote to go vote.

Since I assume many people have never gone door to door and might be nervous about doing this, I am trying to make some videos in several languages and with different approaches to give people an idea of what it might be like to go door to door to listen to people, get them to register to vote if they are not, and get their contact info so it's easy to them to vote. Here is one video. I tried to be funny and hope that works. Maybe not. Let me know. It's about 5 minutes long.

Get Out The Vote: Going Door To Door In Your Neighborhood



Feedback Welcome

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

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Michael Jacoby Brown's story



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

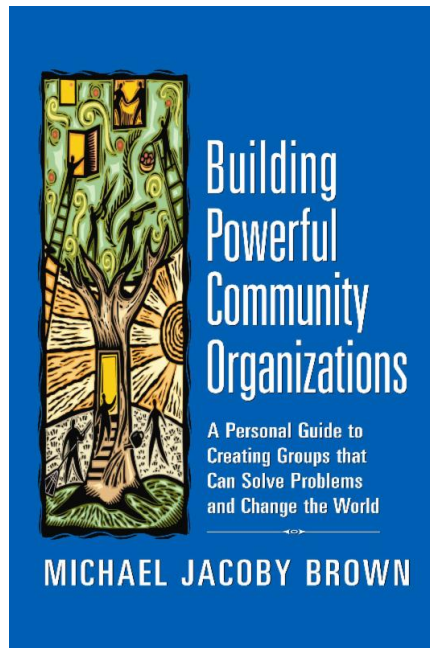
<http://michaeljacobybrown.com/>

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Michael Jacoby Brown Training and Coaching | mjbrown246@gmail.com | <http://www.michaeljacobybrown.com>
10 Brattle Terrace | Arlington, MA 02474