

Building **BLUE**



2nd Vice and Trainers

SATURDAY , JUNE 12, 2021

Building **BLUE**



- Be Respectful
- Be Present
- Ask Questions
- Use the Chat



INSIDER'S LOOK AT NCDP: COUNTY 2nd VICE CHAIRS

COUNTY 2nd VICE CHAIR RESPONSIBILITIES

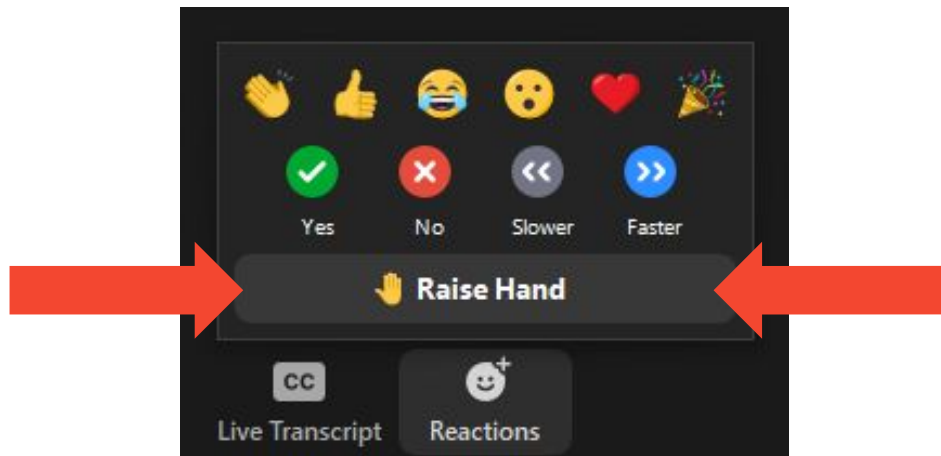
- Plan and organize training sessions for county executive committee members and other interested active Democrats;
- Carry out other duties as may be assigned by the county executive committee;
- Transmit all records pertaining to the office to successor within ten (10) days of vacating office.

RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the “**Reactions**” button at the bottom of your Zoom screen.



STEP TWO: A menu that looks like this will appear. Click “**Raise hand**”

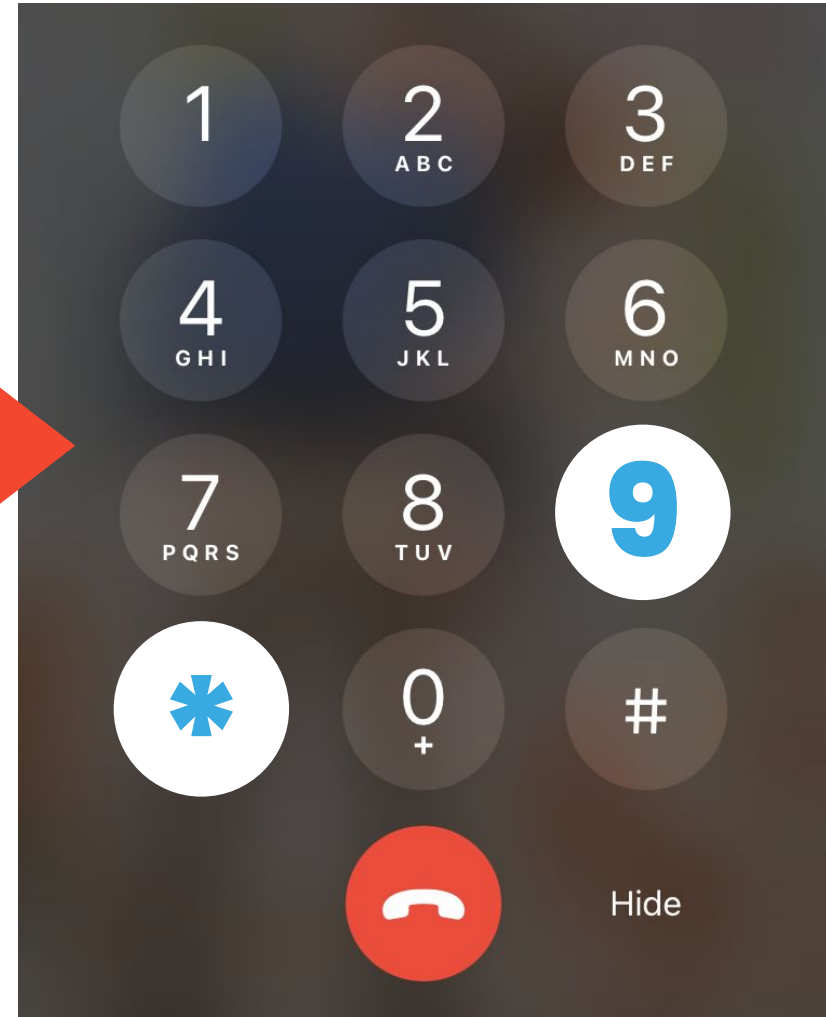
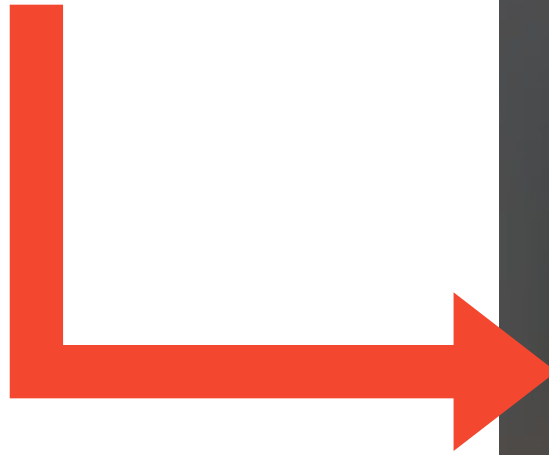


RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press *9 on your phone's keypad

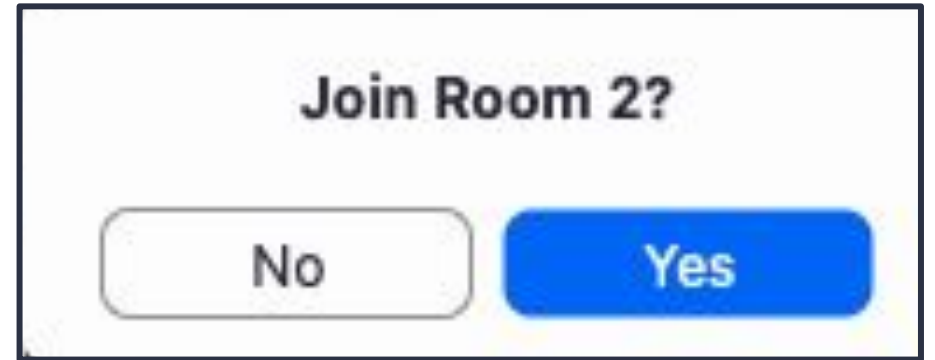
**TOGGLE
MUTE/UNMUTE**

Press *6 on your
phone's keypad



BREAKOUT ROOMS

STEP ONE: Accept invitation to Join Room

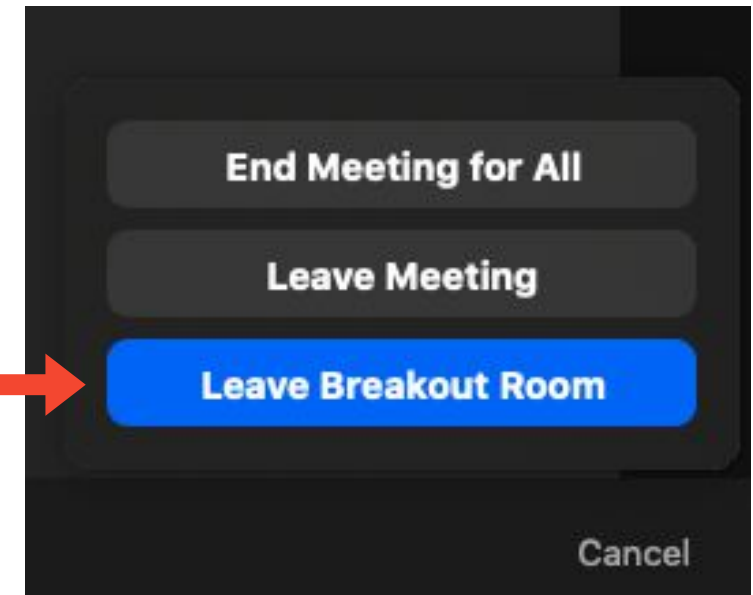
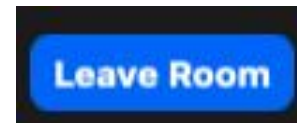


LEAVING BREAKOUT ROOMS

STEP ONE: Click Leave Room button at bottom right.

STEP TWO: Button will expand.

Click Leave Breakout Room button at bottom right which will return you to the Main Session.





MEET YOUR DEMOCRATIC FAMILY

*What's the best
training event you've
ever been to and why?*

(5 minutes)

OUR AGENDA:

1. Overview of Building Blue.
2. Zoom Vs. Mobilize
3. Best Practices For Online Trainings
4. Best Practices for Days of Action
5. Canvassing
6. Phone Banking
7. Voter Registration App
8. Closing Remarks & Next Steps
9. Thank You

The background of the right side of the image is a dark, blurred photograph of a protest or rally. It shows several people holding up white signs. One sign in the foreground clearly displays the text "I will vote". The overall atmosphere is one of active civic participation.

OVERVIEW OF BUILDING BLUE

NCDP ALREADY DOING TRAINING



<https://www.ncdp.org/ncdp-webinar-series/>





WHAT IS KNOWING?

For we are agreed that in relation to the essential, knowing it...

is essentially identical with the ability to do it.

STARTED WITH TWO ASSUMPTIONS

DON'T REINVENT THE WHEEL & DON'T GO IT ALONE



NATIONAL DEMOCRATIC
TRAINING COMMITTEE

LEGACY FILES

OTHER SISTER ORGANIZATIONS



Building **BLUE**



Survey

- AO leaders
- County Chairs
- Participants



BUILDING BLUE TRAINING: SOFT LAUNCH

We're excited to introduce our 2021 NCDP Building Blue Training & Organizing Series!

With tracks for Citizen Advocates, Party Leaders, Candidates, and Electeds, our year-round training and organizing initiative will build on the strengths we have and engage our volunteer leaders in each of our 100 counties.

FOUR CURRICULUM TRACKS



OUR CITIZEN ADVOCATES:

- Lobbying Your Elected Officials
- Understanding the NC Democratic Party
- Hearing from Lawmakers/Making a Difference
- Story of Self: Part 1 & 2



OUR PARTY LEADERS:

- Building Inclusive Precincts
- My Precinct Is Organized: Now What?
- New County Chair Retreat
- Parliamentary Procedure

FOUR CURRICULUM TRACKS



OUR CANDIDATES:

- Getting Ready to Run
- Launching Your Campaign
- Leveraging the Power of Your Story Online
- Story of Self: Part 1 & 2
- Raising the Dough\$\$\$\$\$
- Budgets Have Real #s



OUR ELECTEDS:

- Leveraging the Power of Your Story Online
- Story of Self: Part 1 & 2
- Campaigning as an Elected
- Voter Engagement: What works, What doesn't, Where
- Working With Allies

PEDAGOGY MATTERS

THREE PRACTICES:

- Identify, recruit, and develop leaders
- Building a community around those leaders
- Building power from that community, AND, within that community

THREE COMPONENTS:

- PEOPLE: Who does the work of the Party? Supporters? Opponents?
- PROCESS: Pedagogy. Relationship. Narrative. Strategy. Action
- STRUCTURES: Online training repository, Routines, Expectations

GOALS: EXPLICIT & IMPLICIT

OUR AGENDA:

1. How Does State Government Work?
2. Who is Responsible for What?
3. Understanding the Alphabet Soup
4. Are you an NCDP Insider?
 - a. Overview
 - b. NCDP Staff
 - c. Coordinated
5. www.ncleg.gov
6. www.ncdp.org
7. Our Platform, Our Plan, Our Resources
8. Closing Remarks & Next Steps
9. Thank You

Building **BLUE**



- Be Respectful
- Be Present
- Ask Questions
- Use the Chat





MEET YOUR DEMOCRATIC FAMILY

*Where are you from,
& three words to
describe your
weekend?*

(5 minutes)

Building **BLUE**



POST-SURVEY



Building **BLUE**



FOLLOW UP WORK



INVITATIONAL: BUILDING BLUE TRAINING: UPCOMING DATES

- **We're excited to introduce our 2021 NCDP Building Blue Training & Organizing Series!** With tracks for Citizen Advocates, Party Leaders, Candidates, and Electeds, our year-round training and organizing initiative will build on the strengths we have and engage our volunteer leaders in each of our 100 counties.
- Leadership Retreats & Online Training Repository.
- **March 30:** [My Precinct Is Organized: Now What?](#)
- **April 6:** [Story of Self, Part One](#)
- **April 20:** [Leveraging the Power of Your Story Online](#)



ZOOM VS. MOBILIZE



ZOOM VS. MOBILIZE

WHAT ARE THE DIFFERENCES BETWEEN ZOOM & MOBILIZE?

- Zoom is cloud-based communication resource used for video/audio conferences and collaborative capabilities.
- Mobilize is used to manage platforms designed to help nonprofit, unions, campaigns and advocacy organizations to recruit volunteers and connect with supporters.
- While they are both different they can be used together has a collaborative resource tool to help promote your event that you will be hosting through zoom.

ZOOM & MOBILIZE INTEGRATION

IS YOUR ORGANIZATION SET UP ON MOBILIZE?

- No? Fill out this form:

<https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/288>

DIFFERENCE BETWEEN ZOOM AND MOBILIZE

-

MOBILIZE EVENT GRAPHIC

- Size: 1920x1080 px (same as Facebook Cover Photo)

GOOGLE SLIDES– SLIDEDeck FOR ZOOM PRESENTATIONS

- Size: 1920x1080 px
- Export a reduced file size or it will not work
 - Must be under 2MB
 - “Export for screens” if creating in Illustrator

ZOOM & MOBILIZE INTEGRATION

We know it's a headache when some people register on Mobilize for your upcoming event but don't have the Zoom link. You can now integrate Mobilize and Zoom! This allows organizers to add Zoom meeting IDs to Mobilize events, and Mobilize will send personalized Zoom links to your supporters to keep event details secure.


- Follow the instructions [here](#) to integrate Zoom and Mobilize. It's free to you through NCDP. If you have any questions, please email kjacobs@ncdp.org.
- Bonus: [Here are some general graphics](#) you can use to promote various events

HOW TO USE MOBILIZE

If your county doesn't have a Mobilize account, please submit a support request [here](#). NCDP HQ is proud to provide this resource to county parties free-of-charge.

- Sign in.
- When you sign in, you will arrive at the page below. Click your initials in the top right-hand corner and click your organization (example circled in red).

HOW TO USE MOBILIZE



KJ ▾

Take action with North Carolina Democrats

Check out these ways to get involved!

Show me

any kind of event ▾

on any day ▾

near 27610 ▾

from any campaign ▾

More filters...

Highest-priority events

COMMUNITY EVENT

2020 Women of Color Leadership Forum

285 NE Main St, Rocky Mount, NC 27801
April 4, 8:00 am EDT

See details →

All events in Raleigh

MEETING

2020 Wake County Democratic Party Resolutions Committee

220 Hillsborough St, Raleigh, NC 27603
March 21, 10:30 am EDT

See details →


MY VOLUNTEER SCHEDULE

CONTACT ORGANIZATION

ACCOUNT

LOG OUT


ORGANIZE FOR:
North Carolina Democrats



HOW TO USE MOBILIZE

- From here you can add, edit, and check on who has signed up for your event.
 - To **add an event**, click the blue button “**New Event**” in the top right-hand corner (circled in red).
 - To **search for an event**, click “**Event Name**” (circled in red) and type in what you’re looking for.

HOW TO USE MOBILIZE



KJ ▾

Events

Promote Organizations

Users

Volunteers

Settings

Distributed Organizing

VAN Settings

Exports

Embed

Stats

Events

Export as CSV ▾

New Event

Event name ▾ Type ▾ Owner ▾ Date ▾ Location ▾ More filters ▾

Upcoming (16) Past (1236) Promoted (47) Awaiting Approval (0) Awaiting Verification (0)

Name	Type	Owner	Next time	Upcoming signups	Actions
2020 Women of Color Leadership Forum ★	Community Event	Kayla Jacobs	4/04/20, 8:00am EDT	7	▾
Register Voters in Mecklenburg County on Tuesday!	Voter Registration	Jassim Abdelaziz	3/10/20, 11:00am EDT	0	▾
Themed Tuesday Phone Bank w/ NCDP - Charlotte	Phone Bank	Diana Pedro	3/10/20, 5:00pm EDT	0	▾
National Convention Delegate Information Webinar	Other	Lillian Badgett	3/10/20, 8:00pm EDT	222	▾
Win it Wednesday Voter Registration in Charlotte!	Voter Registration	Jassim Abdelaziz	3/11/20, 11:00am EDT	0	▾

HOW TO USE MOBILIZE

- To **check and export your sign ups**, click the event. Scroll to the bottom of the page. There you will see Shifts and Signups and an option to export that information.

HOW TO USE MOBILIZE



Events



Events

Export as CSV ▾

New Event

Promote Organizations



Users



Volunteers



Settings



Distributed Organizing



VAN Settings



Exports



Embed



Stats



Event name ▾

Type ▾

Owner ▾

Date ▾

Location ▾

More filters ▾



Search event name...

236)

Promoted (47)

Awaiting Approval (0)

Awaiting Verification (0)

Cancel

Apply

Type

Owner

Next time

Upcoming signups

Actions

[2020 Women of Color Leadership Forum](#) ★

Community
Event

Kayla
Jacobs

4/04/20,
8:00am EDT

7



[Register Voters in Mecklenburg County on
Tuesday!](#)

Voter
Registration

Jassim
Abdelaziz

3/10/20,
11:00am EDT

0



[Themed Tuesday Phone Bank w/ NCDP -
Charlotte](#)

Phone Bank

Diana
Pedro

3/10/20,
5:00pm EDT

0



Total

7

0

0

HOW TO USE MOBILIZE

Shifts and Signups ?

The data below reflects signups driven to this event from the event creating organization and other promoting organizations.

 **Export signups**

Date	Time	Registered	Confirmed	Completed	Shift Ratings
Sat 4/4/20	8:00am - 4:30pm EDT	7	0	0	
Total		7	0	0	

MOBILIZE RESOURCES

Getting Started Packet

- [Help Center](#)
- [Getting Started with Your Dashboard](#)
- [Graphics from NCDP to use for your events](#)

Events

([*Additional Events resources*](#))

- [Events: The Basics](#)
- [How do I create an event?](#)
- [What will confirmation emails look like?](#)
- [How do I add shifts?](#)
- [Add new signup](#)
- [Virtual events \(Fixed vs. Flexible\)](#)

The background of the right half of the image is a dark, blurred photograph of a protest or rally. It shows several people holding up white signs. One sign in the foreground clearly displays the word "Vote" in blue letters. The scene is dimly lit, with some light reflecting off the signs and the crowd in the background.

BEST PRACTICES FOR ONLINE TRAINING

PARTICIPANTS LEARNING STYLES

Visual Learners

- Visual learners are those who prefer learning by observing things. Using pictures, images, diagrams, whiteboards etc. helps these types of learners understand information better (*i.e. Use of graphs to show voter turnout percentages*).

Auditory Learners

- Auditory learners retain information through hearing and speaking. They often prefer to be told how to do things and then summarize the main points out loud to help with memorization (*i.e. listening to verbal instructions*)

Kinesthetic Learners

- Kinesthetic learners are hands-on, participatory learners who need to take a physically active role in the learning process in order to achieve their best educational outcomes. They tend to engage all of their senses equally in

TIPS FOR HOSTING AN ONLINE TRAINING

Online Training Skills

- Research and/or survey for participants needs and Interest (*Google Forms*)
- Choose a video media platform (*i.e. Zoom, Google Meets , Microsoft Teams*)
- Invite co-host to assist with meeting duties
- Create a script or outline for the training
- Utilize Visual aids to assist with comprehension of training topic (*i.e. slide decks*)



BEST PRACTICES FOR DAYS OF ACTION



BEST PRACTICES FOR ONLINE AND IN PERSON DAYS OF ACTION

Develop

- Develop an action plan with your team, select key priorities for improvement ,set expectations but most importantly have passion for your purpose.

Communicate

- Communication is key vital for online and real days of action, you must communicate any updates share your results on different scenarios, track and monitor your team's progress.

Implement

- Implementing and putting your action plan into action is very important, now you must raise engagement levels by addressing these keys factors into your plan. ensure consistency in areas of focus and implement these important key factors.



CANVASSING



INTRO TO CANVASSING

What is Canvassing ?

- Canvassing is the act of going door-to-door soliciting support for a cause or candidate , opinions and votes.

Why do we Canvas?

- Canvassing is important because community awareness are a great way to draw visibility and attention to issues and the community. Also it is a great way to build community over the long-term and not just during off-cycles.



PHONE BANKING





VOTER REGISTRATION & VR APP



VOTER REGISTRATION

1. Go to Your App Store
2. Search **"myNCDMV"**



myNCDMV

Finance

★★★★☆ 190

OPEN



myNCDMV
powered by *payit*

The official app of
North Carolina.



Renew vehicle
registrations



Renew driver
licenses and
state IDs



Order specialty
license plates

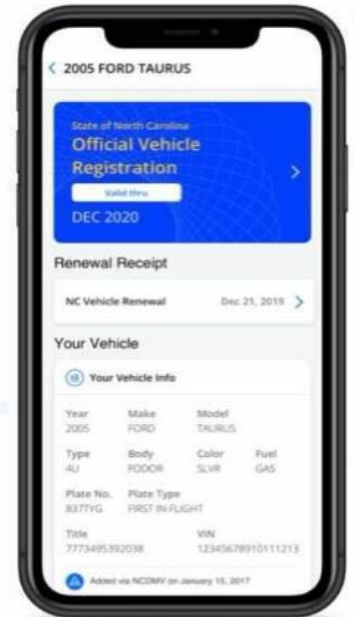


Order duplicate
licenses and
state IDs

The DMV at your
fingertips.



Store valid, digital
vehicle registrations.



VOTER REGISTRATION

Hi, Julia



Driver Services



Renew a
License or ID
Card



Order a
Duplicate



Upgrade Full
Provisional
License



Vehicle Registration



Renew Registration & Pay Property
Tax



Pay Property Tax-New Vehicle



Order a Duplicate Registration,
Change Address



Order a Special or Personalized Plate



Voter Registration Application





VOTER REGISTRATION

10:54

◀ App Store

Voter Registration Application



Please enter your North Carolina Driver License or DMV-issued ID Card number, Social Security number (SSN), and date of birth.

If you do not have a valid North Carolina Driver License or DMV-issued ID Card, you can download a voter registration application and submit it to the State Board of Elections.

[Download Voter Registration Application >](#)

CancelRecord Look-UpSubmit

North Carolina Driver License or DMV-Issued ID Card Number

Social Security Number

Date of Birth
2021-08-02

>

Building **BLUE**



**ZOOM & MOBILIZE
INTEGRATION**





SCAVENGER HUNT



Building **BLUE**



QUESTIONS?



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THANK YOU

NCDEMOCRATS

Building **BLUE**



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AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE.