



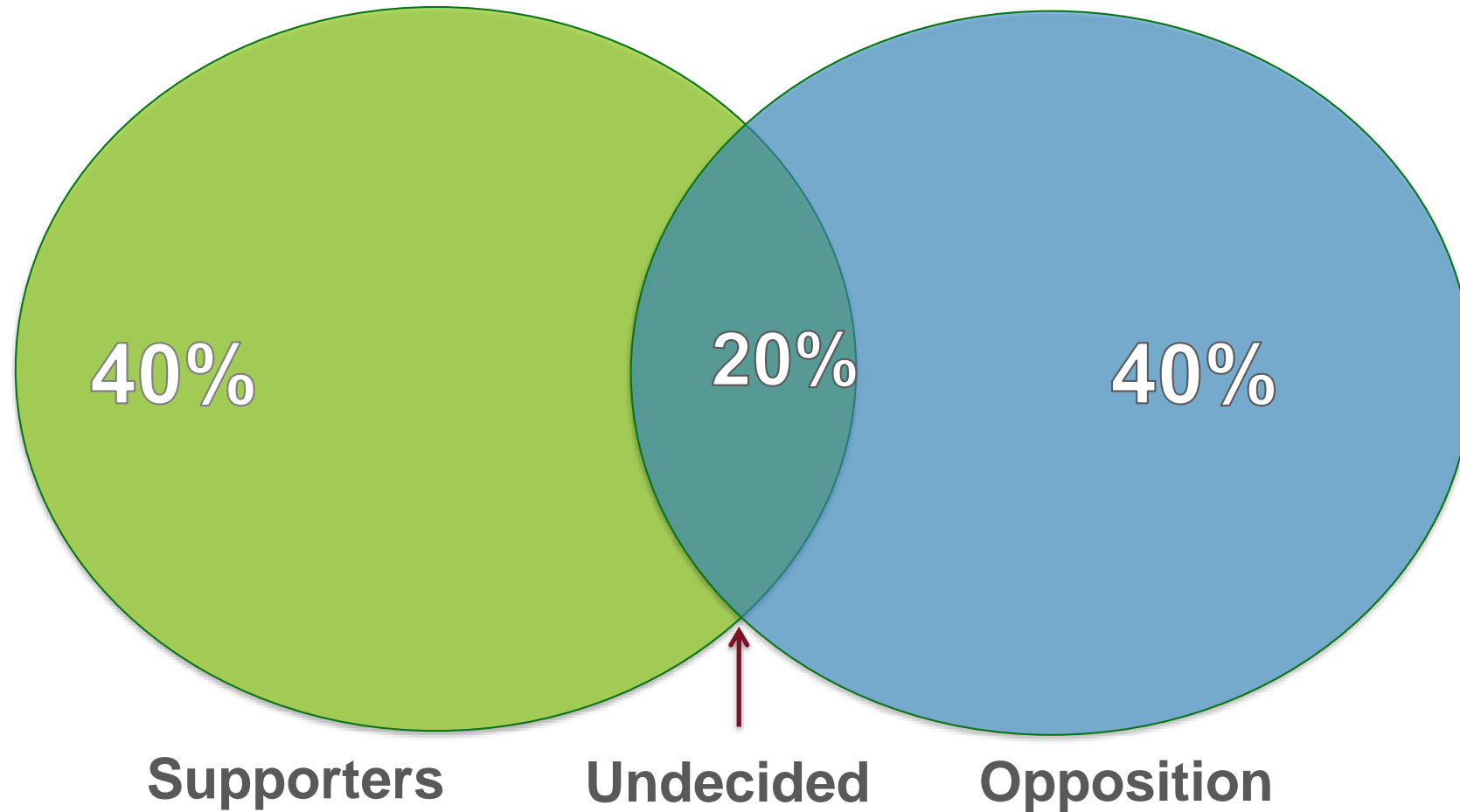
# Base Building and Voter Engagement



# Community Agreements

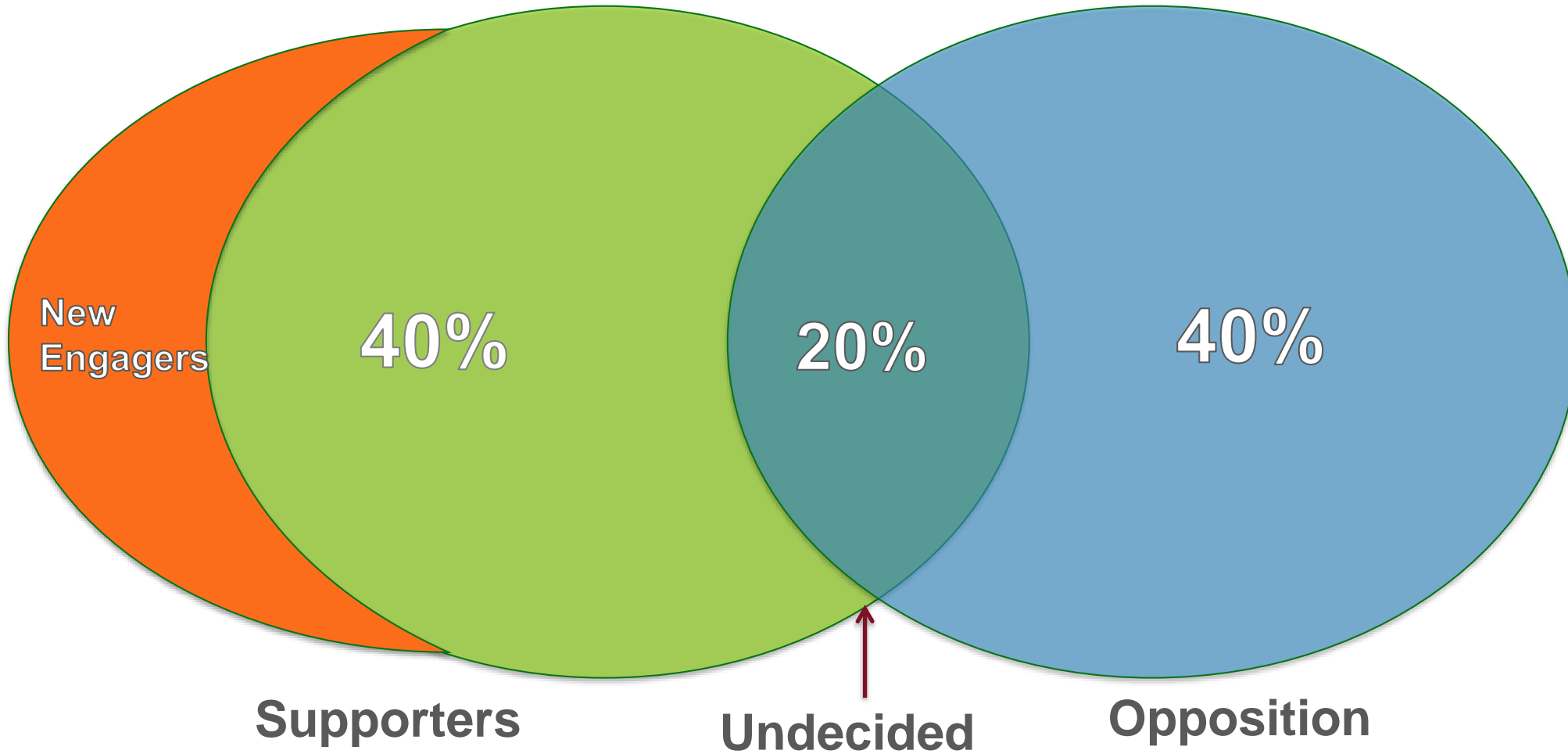
- **RESPECT** each other
- **WELCOME** all experiences into the space
- **ENGAGE** in a way that works for you
- **EMBRACE** principles of diplomacy
- **SHARE**(but you can always pass)

# Conventional Wisdom

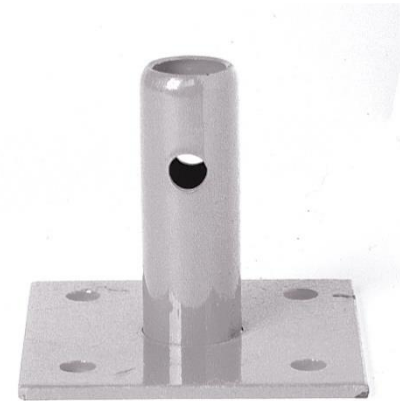


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# Conventional Wisdom!



# What do we mean by BASE?



# Different Parts of Your Base?



## Base Vote

The people who can be counted on to vote for a particular type of issue. Also known as an “issue loyalist”.



## Base Communities

Groups of people who, due to their geography, age, ethnicity, issues, interests, and values, are or could be part of a coalition.



## Personal Base

The people closest to you – those you can always count on. Family, friends, co-workers, neighbors, kids’ friends, etc.



# Do Now Activity



# Do Now Activity

- Take 2 minutes to reflect and describe your base communities and personal base.
- Does your base communities reflect the new engagers you're targeting?



# What are the Goals of Basebuilding?

**Increase voter engagement and turnout!**

- Grow your volunteer base
- Leadership development
- Support communities and constituencies to be “players”
- Bring community issues to the forefront
- Build for future campaigns and initiatives

# What are the Goals of Basebuilding?

## Two Different Timelines

### Typical Campaign Cycle

- Short term
- Mobilizing voters
- Quantitative
- Meeting your metrics

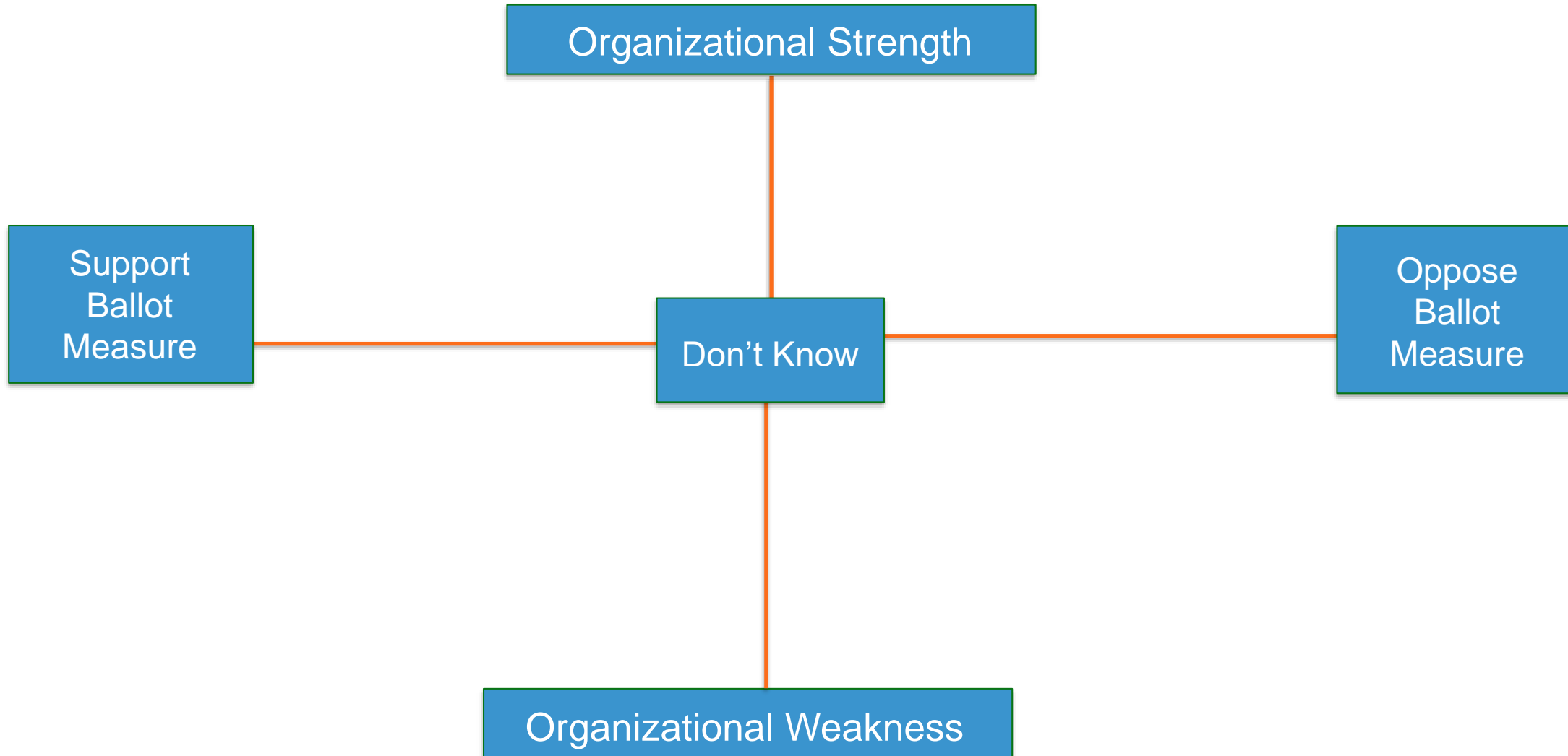
### Base Organizing

- Longer term
- Organizing communities
- Qualitative
- Build community power, expand the electorate, build leadership and infrastructure in communities

# Basebuilding Planning, Tactics & Tools

# Putting it All Together in a Plan

## Community Power Analysis

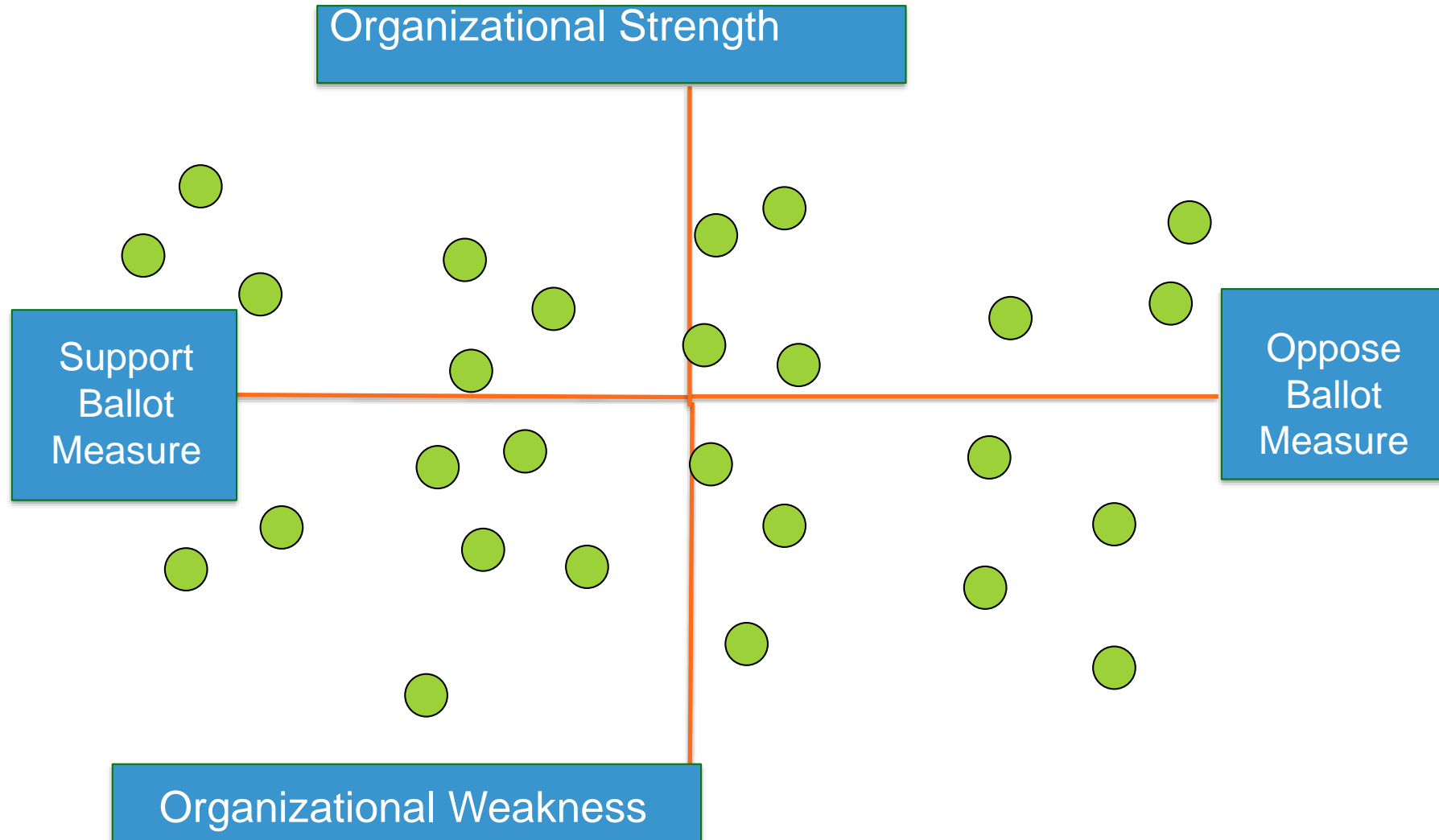


# Activity: Mapping and Targeting

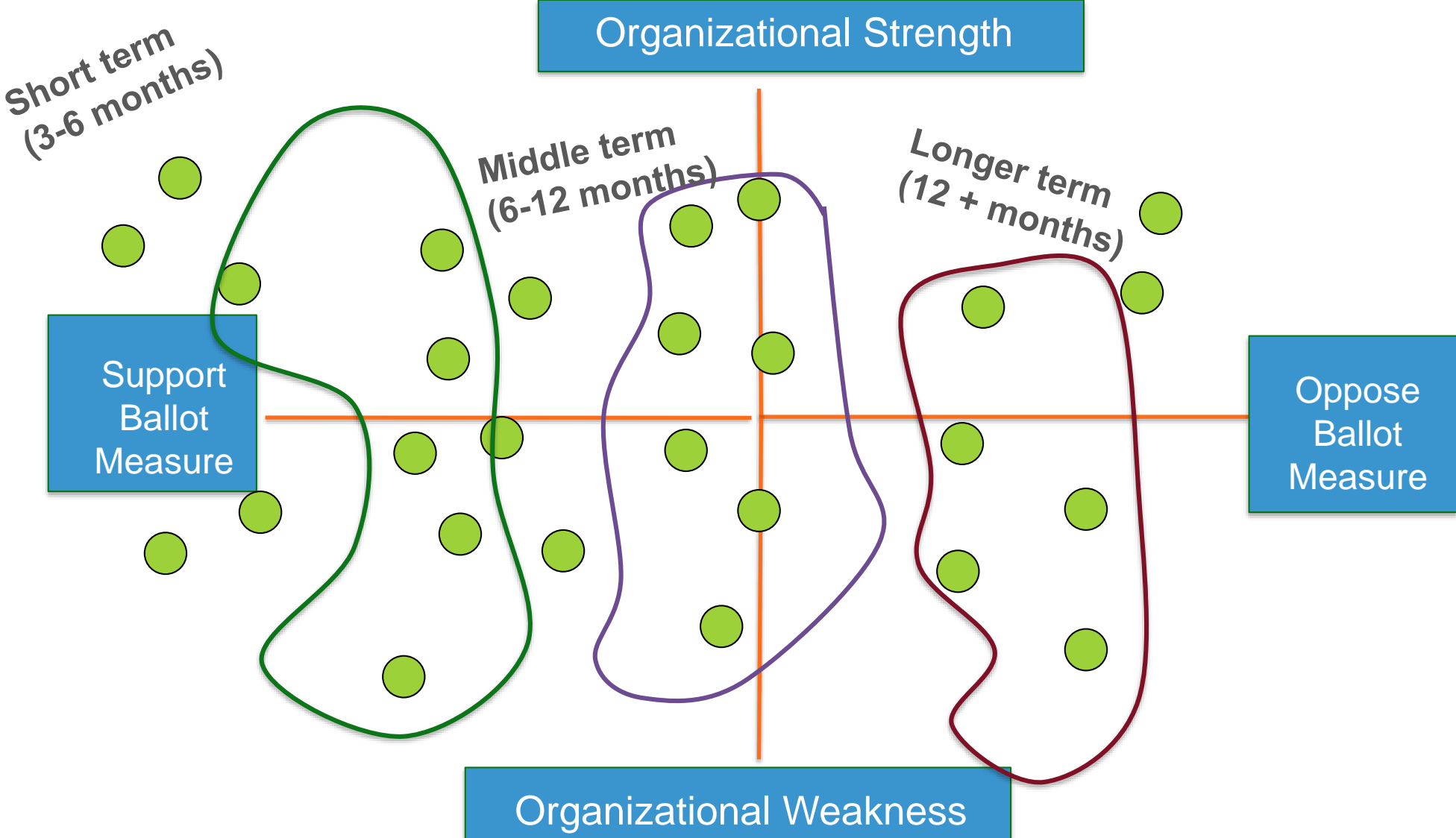
## Electoral and Community Power Analysis



# Mapping and Targeting



# Mapping and Targeting



# Putting it All Together in a Plan

Short term (3-6 months)	Middle term (6-12 months)	Longer term (12 months+)
<ul style="list-style-type: none"><li>▪ Voter registration</li><li>▪ GOTV</li></ul>	<ul style="list-style-type: none"><li>▪ ID leaders and build relationships in <u>targeted</u> base constituencies</li><li>▪ Leadership recruitment</li></ul>	<ul style="list-style-type: none"><li>▪ Growing relationships</li><li>▪ Working with communities</li><li>▪ Reaching beyond core base – changing the electorate</li><li>▪ Leadership development</li></ul>



# Exercise: Power Mapping

## Power Mapping Exercise

- You are an organizer working with reentry voters. You and your partners have successfully organized and gotten a ballot measure to restore returning citizens right to vote on the ballot for Nov 6th.
- Your organization has been advocating for restoring voting rights for returning citizens for the last 30 years. You're a small organization with only 5 staff members but you have a powerful base of over 5,000 volunteers and over 60,000 supporters online.
- Using the information in the previous slide, place your partners and opposition on the power map and create an outreach timeline.

# Activity: Mapping and Targeting

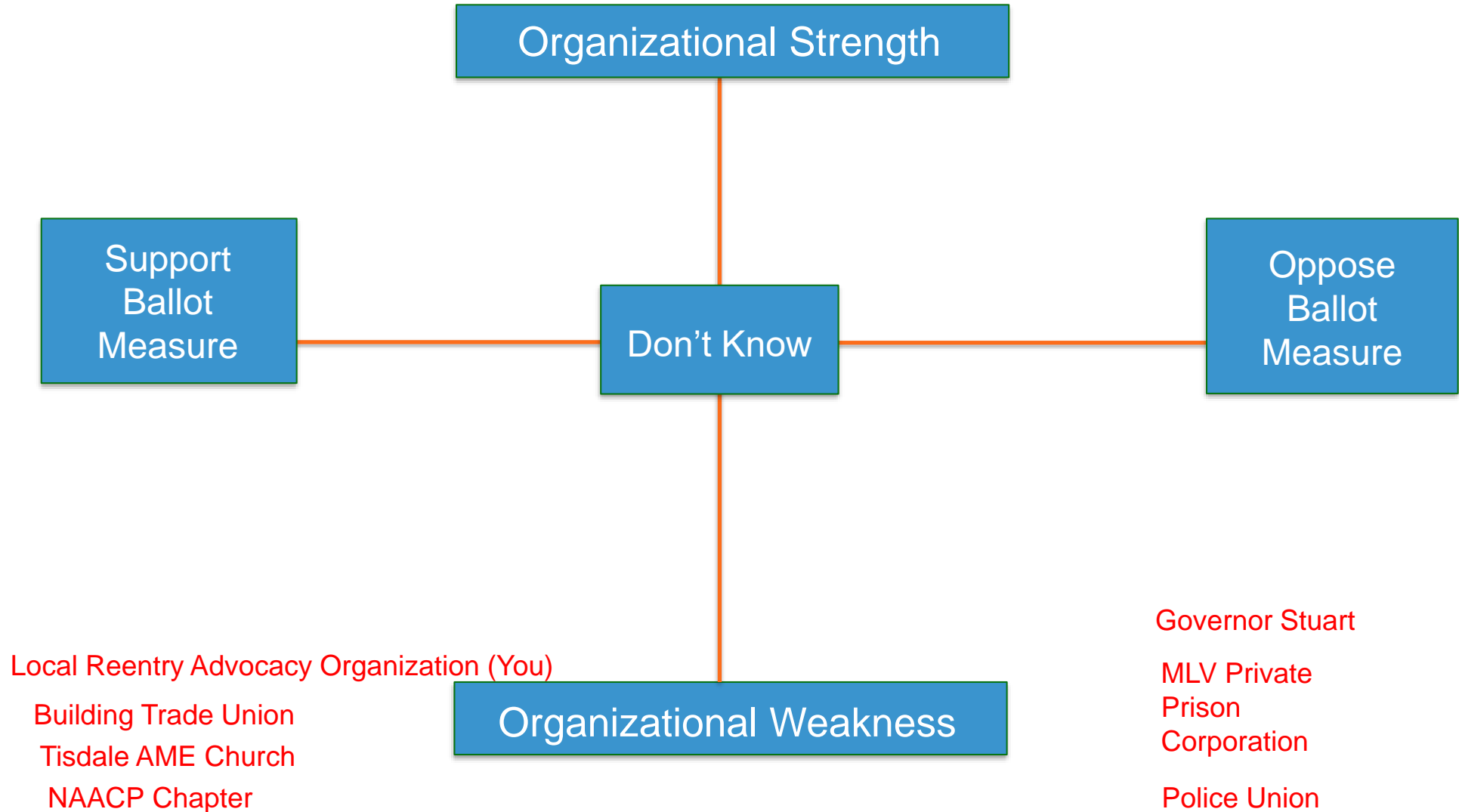
## Electoral and Community Power Analysis



Names	Description
ACLU State Office	Has supported the ballot measure initiative since the beginning. They have been a thought partner and have strong relationships in the state legislature
MLV Private Prison Corporation	Has been against the ballot measure and is the largest funder of the opposition campaign. MLV, is also one of the states largest employers. Next year, they hope to open 3 more prisons in the state.
Police Union	Has remained relatively quiet on the issue. The union has over 2,000 members. There have asked several times by advocates and media their views on the issue and they have offered no response.
Building Trade Union	There are over 30,000 members of the union. Nearly 30% of its membership have been incarcerated. They have been one your strongest allies in collecting stories, canvassing, and helping with turnout to mass mobilizations.
Tisdale AME Church	This church is one of the largest churches in the state with over 10,000 members. They have a deep history of social justice work that dates back to the civil rights movement.
NAACP Chapter	This chapter has over 6,000 members and is located in a community that has the largest formerly incarcerated population. They have helped to bring in 10 additional organizations in support of the ballot measure and have secured the biggest funder for the campaign.
Governor Stuart	Has been hard to read. She has not openly supported or been against it. She is a former board member of the local NAACP chapter and her family has a deep history of civil rights work in the community.

# Putting it All Together in a Plan

## Electoral and Community Power Analysis



## Exercise Debrief

- **How does this apply to your civic engagement work ?**
- **Who are the players in your community?**
- **Where do you rank in this power map and why?**

# Getting REAL About the Base

- You must win this idea within the campaign
- Recruit volunteers to reflect your base
- Commit financial resources
- Build on existing connections in communities
- **ALWAYS** work with an attitude of respect

# Getting REAL About the Base

## Work with organic community leadership

- Set up face-to-face meetings with leaders
- Develop lists of key contacts
- Identify mutual benefit
- Ask for help **and** money
- Find surrogates



## Next Training:

**Integrated Voter Engagement  
September 13, 2018 at 12:00pm EST**

**If you have any questions, please reach out to Celina Stewart, Director of Advocacy and Litigation at [cstewart@lwv.org](mailto:cstewart@lwv.org)**

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