

Relational Organizing Worksheet

What is relational organizing?

Relational organizing leverages your personal network (friends, family, coworkers, classmates, neighbors) to persuade, inform, and mobilize your community. When you ask someone you know to take part in a political action with you — attend a rally or protest, match your donation, volunteer, vote, or even just tell you who they’re thinking of supporting in an election — that’s relational organizing.

Overview

Use this worksheet to help you engage your personal networks and talk about the Gabe Vasquez campaign! This is *your* copy of the document to brainstorm who and how to contact folks through relational organizing.

- Make a list of who is in your network
- Decide which mode of communication + What the ask is
- Make the ask + Keep track of your organizing
- Report your data back to the campaign! Once you’re done, let us know how it went

Step 1: Who are my people?

Close Friends	Family	Coworkers	Neighbors	Community Groups

Extended Family	Acquaintances you see regularly	The last 5 people you texted/called	People you talk to online regularly	Group chats, extended social network

Step 2: What's the goal? What's the ask?

For the purpose of this worksheet, the goal is up to your choosing! When engaging in a direct relational organizing program, you'll be provided with a specific goal, ask, and way of documenting/tracking your organizing. It can range from making a vote plan to recruiting them to volunteer with you!

- Talk to them about why you support Gabe Vasquez and the stakes of this election
- Recruit them to volunteer for the Gabe Vasquez campaign
- Mobilize them to vote (and to vote early)

Step 3: Convey connection + urgency

Brainstorm reasons why you're organizing your networks. Be clear on why you think this election is important + why you want them to get involved.

- *What are you fighting for?*
- *What will your friends and family be fighting for?*
- *How does this connect with their concerns/interests? What will they get out of this?*

Step 4: Keep track of your outreach

Keep track of who you'll reach out to, how you'll do it, and the results of your conversation!

- If recruiting someone to join you as a volunteer, make sure you have all the details/sign up link handy and included in your ask!
- Following up shows you care:
 - Share upcoming voter registration and voting deadlines
 - Opportunity to move friend up ladder of engagement aka get them more involved in the campaign

Name of Contact	How and When You'll Reach Them	The Hook/Why they care	The Ask + Confirm	The Follow Up
<i>Ex: Jane Smith</i>	<i>She lives in Silver City so we text - 555-555-5555</i>	<i>She's so worried about abortion rights, and she was talking about not being sure how to help from where she lives.</i>	<i>Signed up to phone bank via Mobilize!</i>	<i>I will check in with her on Tuesday to make sure she's attending the phone bank</i>



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Questions, comments, concerns? Report back to our campaign team!

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