Deep Conversations

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Waldo County Democrats
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Housekeeping Norms!

- We are recording!
- Please stay muted if you're not speaking.
- Message or call Sara if you have logistical or technical issues.
  - 207-232-1028
- Use the "Raise Hand" function to ask questions or add comments.
  - Let's walk through how to do this together.
- Type questions/thoughts in the chat. We'll have time to discuss at the end of Part One and during Part Two. But let's be chatty!
- Are there other norms that you want to add to this list?

Quick Overview of Our Time Together

- Part One (50 minutes)
  - Getting Oriented + Introductions (15 minutes)
  - What are deep conversations? (7 minutes)
  - Examples of deep conversations (10 minutes)
  - Lessons and best practices for deep conversations (7 minutes)
  - Discussion (10 minutes)
  - Set up for Part Two (1 minute)
- BREAK (10 minutes)
- Part Two (45 minutes)
  - Listening Triangle (5 minutes)
  - Break-out instructions + example (10 minutes)
  - Practicing in Pairs (30 minutes)
- Debrief (15 minutes)

Introductions

In Chat:

- Name
- Pronouns
- Hometown and current towns
- What political party were you raised with?
- On a scale of 1-5 (one being least and five being most), how comfortable do you feel talking to a Trump voter?
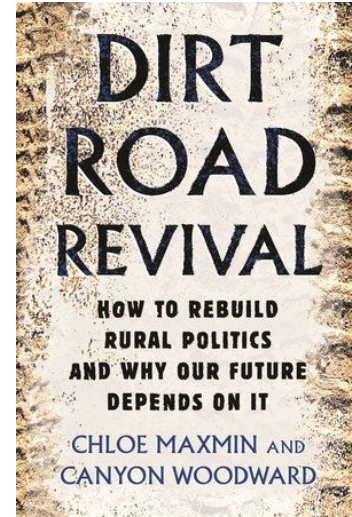
Deep Canvassing

What is Deep Canvassing?

- One of the most effective and durable forms of moving voters.
- Empathetic, two-way conversations where canvassers ask voters to share their relevant, emotionally significant experiences and reflect on them aloud.

Deep canvasses typically involve:

- Non-judgmentally soliciting voters' views and asking follow-up questions about voters' experiences.
- Sharing narratives about personal experiences with the issue that reinforce values relevant to the issue.

From People's Action: https://peoplesaction.org/deep-canvass-experiment/

Deep Canvassing

Key Findings

- **4.9% impact on decreasing Trump's vote margin with women** and **8.5% with independent women**.
- 3.1% overall impact on decreasing Trump's vote margin.
- Impact is larger than the 2016 margin of victory in nine key battleground states including Michigan, Pennsylvania, Wisconsin and Florida which would translate to 108 electoral votes.
- **Estimated 102 times more effective per person than the average presidential persuasion program**, as documented by academic research and is one of the only proven field strategies to shift presidential vote choice.

From People's Action: https://peoplesaction.org/deep-canvass-experiment/

Deep Conversations

- How do we extend deep canvassing campaigning practices into other parts of life?
  Social events, family situations, sports games, etc…
- The same lessons and themes apply.
- Keep this in mind as we move forward.

Stories and Examples

- Successes in campaigning
  - Can't retire, gotta work.
  - Medicaid
- Challenges in campaigning
  - Black Lives Matter
  - Kavanagh
- Successes in other contexts
  - Chloe's neighbors.
  - Propane tank in Nobleboro.
- Challenges in other contexts
  - Chloe's other neighbor.

Best Practices

- Listening
- Respect
- Authenticity
- Search for common values and common ground
- Ask open ended questions
- Try not to get triggered, defensive, or judgemental
- Not trying to convince or correct
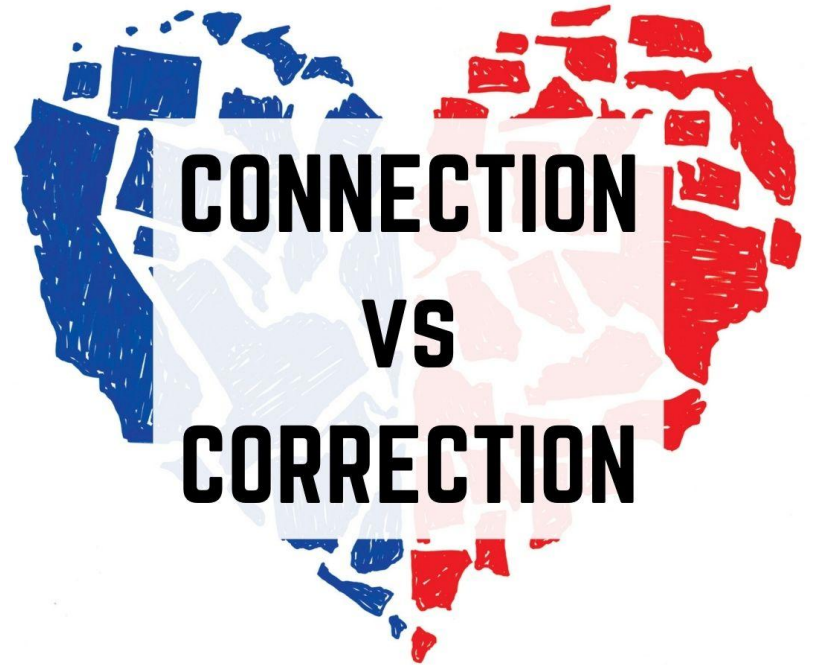
CONNECTION VS CORRECTION

Preparing for Part Two...

<u>Listening Triangle</u>

A crucial tool to help understand the interests behind someone's positions.

1. **Ask open-ended, non-leading, non-judgmental questions,**
   - "Why are you interested in X?"
   - "What problems do you have to deal with?"
   - "Tell me more…"
   - "What else?"

2&3. **Listen for interests**

4. **Reflect back and empathize with what you've heard and understood.**

Empathize - "I know how you feel"

"I hear you." "I'm angry at politicians too!"
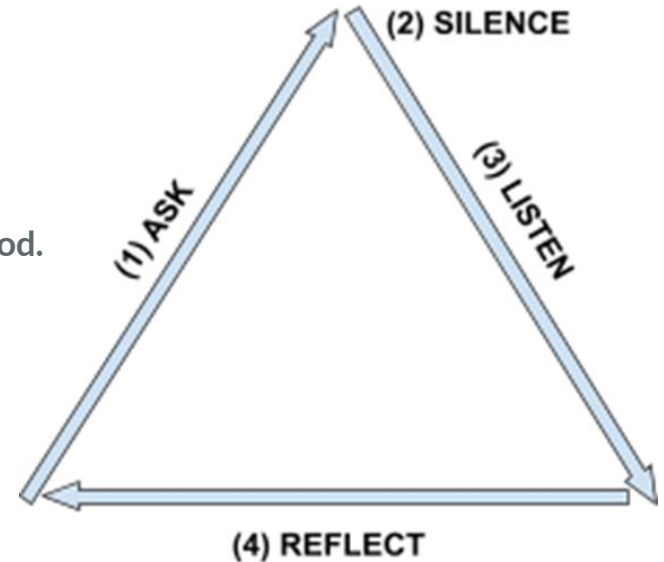
Mirror - repeat exactly what they said

Helpful if they are really upset

Paraphrase - say what they said in your words

Helpful to make them feel heard

Reframe - reframe around their interests

Helpful to get past their positional stance

BREAK TIME

Listening Triangle

A crucial tool to help understand the interests behind someone's positions.

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   - "What problems do you have to deal with?"
   - "Tell me more…"
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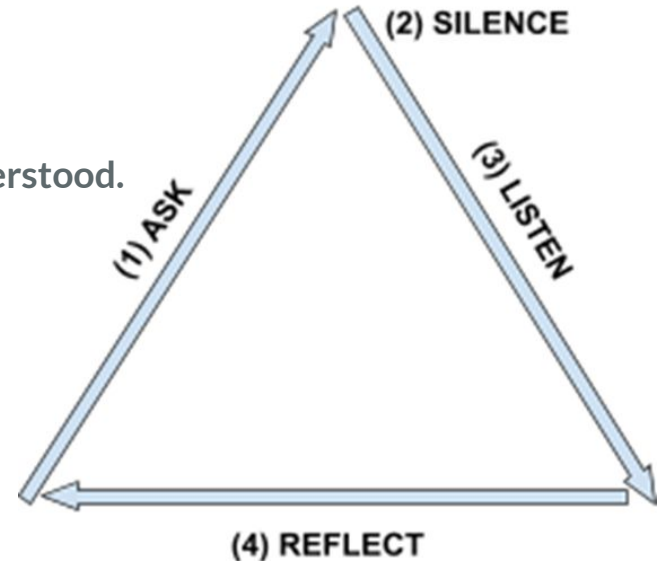   Mirror - repeat exactly what they said

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Practice in Threesomes/Pairs

- 30 minutes

  ~6 minutes to do more in depth introductions

  ~6 minutes for conversation + 2 minutes to debrief then rotate roles

- **Canvassers:**

  ASK follow up questions

  REFLECT back what you are hearing

  EMPATHIZE with them

  CONNECT by sharing a personal story or something that resonated with you

- **People being canvassed**

  Embrace your character! Pretend you're aiming for an oscar.

  Use your imagination.

DEBRIEF

What is one thing you're taking away from this training?

What is one question you're leaving with today?