

CAMPAIGNING IN THE APOCALYPSE

TEAM BUILDING, LIST BUILDING, PARTY BUILDING



**KEEP
CALM
AND
SHELTER
IN PLACE**

THINGS WE ARE LEARNING DURING COVID-19 CRISIS:

- STEREOTYPES ABOUT WHO CAN AND CANNOT USE NEW TECHNOLOGY ARE WRONG.
- GOOD ONLINE CONTENT AND DIGITAL ORGANIZING IS MORE IMPORTANT THAN EVER
- MAYBE WE DON'T NEED SO MANY MEETINGS?
- PEOPLE WANT TO STAY CONNECTED

THE NEW NORMAL

MAXIMUM FLEXIBILITY IN CASE OF NEW
OUTBREAK

PHONE AND ONLINE VOTER CONTACT
ARE MOST SECURE

MORE DECENTRALIZATION AND
DISTRIBUTED CAMPAIGN ACTIVITIES



OUR NEEDS:

MORE TRAINED VOLUNTEERS

- MORE LEADERS

RELIABLE, TESTED SYSTEMS

LIST BUILDING AND ONLINE ACTIVISM

- NEED A POOL OF POTENTIAL VOLUNTEERS FOR UPCOMING CAMPAIGNS
- BUILD LISTS AROUND ISSUES
 - COVID RESPONSE
 - HEALTH CARE
- ISSUE EDUCATION VIRTUAL HOUSE PARTIES
- WATCH PARTIES
- DATA PRIVACY IS NOT AN EXCUSE
- DIGITAL SIGN-INS FOR EVENTS

TEAM
BUILDING AND
LEADERSHIP
DEVELOPMENT

Virtual meetings have same challenges as face to face meetings

Say "Yes" more

Encourage independent team work