

Community Outreach Agenda / Minutes

See also [Donor Relations Agenda/Minutes](#)

[Community Outreach Team, We Vote USA](#) [Community Outreach Team Charter](#)

See also our related product-focused team: [Product Design Team Agenda / Minutes](#)

Active Projects

See [Community Outreach Projects](#)

Mar 20, 2024 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Jeanne
- Oletta - no updates
- David - continuing on designs for the candidate landing page; new actions design is being built
- Dale
- Greg has resigned, and said many kind words: "It has been an incredible experience working with you and the rest of the team at WeVote, and I am grateful for the opportunities and support I've received during my time here. Although I am stepping down from my role, please know that I remain a staunch supporter of WeVote. I will continue to cheer on the team from the sidelines and advocate for the company in any way I can."
- Diane : no new updates catching up from last week.

Collaboration:

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Mar 13, 2024 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Jeanne
- Dale
 - Done: Add admin link that jumps you to where you can moderate the "Reasons for Supporting"
 - Engineering Issue added: Dale to add Story: Add option in OpenExternalWebsite in Cordova to be able to open a new web page in a browser that you X out of and take you back to WeVote (to keep you in the ecosystem)
- Oletta

- Worked on categorizing and prioritizing data request from last week
 - Finally reviewed personas
- Nathanael: out today
- Greg: conflicting meeting today
- Diane: working on deadline, out today

Collaboration:

- Oletta: [Data Request Categorization & Prioritization](#)
 - <https://lookerstudio.google.com/u/0/reporting/duced2cf8-950d-486c-8cbe-70be920eb2b8/page/6NfQD>
- Dale: Accessing Looker Studio & dashboards -- reporting out about elections
- Oletta Idea: Grab some text from Ballotpedia for all candidates, with link to Ballotpedia. For SEO.

Next Week & TODOs:

- Social Listening Software
- [WhyWeVote Channel Recommendation](#) (501c4)
 - [Social Themes Discussion](#)

Mar 6, 2024 📅 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Jeanne – Gathered pricing on Social Listening tools!
- Diane - Sourced some stock photos for welcome screens. Will upload to Figma this week.
- Dale
- Oletta - No updates plan to start data request prioritization this week.
- Aileen

Collaboration:

- Diane: Where do we get ballot data, and what to do when items are missing
 - Adding language on the ballot
 - We use ballot data aggregated from government, nonpartisan, and partisan sources, but we cannot guarantee 100% of the items on your official ballot will be shown on WeVote.
 - Find your ballot on other providers and/or Google
 - What is missing? (Prompt and input field)
 - Add item and then your opinion
 - Others near you are talking about...
 - Within 25 miles
 - In your state
- Design challenge: If you search on WeVote for a ballot item, offer quick links out to other sources
- Design challenge: At the bottom of your ballot: "Didn't find a ballot item?"

Next Week & TODOs:

- Social Listening Tools - Hootsuite \$6,500 annually
- Our experiences using WeVote for voting
- Using the AARRR metrics might be a good place to start to start
<https://www.productplan.com/glossary/aarr-r-framework/>
- Analytics Review for yesterday's election
- Project: What language to put on the ballot about what data we have and don't have
- Dale to schedule with Debra Cleaver re: flow of "verify you are registered to vote"
- TODO: Add ability to flag a post
- TODO: Make sure we can search campaigns based on SEO friendly path:
holland-redd-gibson-politician-from-texas
- TODO: When we block a supporter, include a way to mark why blocked, and who on the WeVote team blocked it. Send email to the person. Include message to the voter can see as to why their comment was blocked.

Feb 28, 2024 📅 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates

- Dale. Pointed Diane to Competitive research: "This is the [Competitive Landscape document](#) we have been keeping up-to-date. I think it would be great if you wanted to do a scan of these organizations, as well as seeing if there are any other groups we've missed."
- Jeanne
- David - design review with Dale last Friday, now working on updates for candidate landing page, accessing help, outstanding actions notification in bell icon and other improvements
- Greg - Nothing new to report
- Diane. - catching up and doing more competitive research
- Nethanael. Not much to add this week from my end
- Oletta - Met with Greg to brainstorm notifications options and prioritize

Collaboration

- Dale: What we want to know about people using WeVote. Questions you would ask a super-AI who knows what's going on in WeVote. (Project: Prioritizing this list)
 - How many many visitors tried to sign into WeVote with Twitter this last week?
 - Important because it tells me how many people need this feature for development prioritization reasons.
 - How many voters committed to an action for an Influencer challenge? (What percentage of visitors to the Influencer listing signed up for at least one challenge?)
 - What is our average monthly active users (web & app)?
 - What is the definition of an active user on WeVote?
 - What's the breakdown between signed in and logged out?
 - How often does a user return (or sign into) to WeVote?
 - What is our average monthly traffic to the site?

- What states are people coming from?
 - What's the breakdown between new user and returning users?
 - How much is organic traffic vs. paid traffic?
- How many users do we have on app and website?
 - Are there any trends in adoption of iOS or Android or mobile website?
- Time it takes people to complete different tasks?
- How many users received notifications for local groups or events
- Are we seeing spikes in users on Election Days and what are they gravitating towards?
 - If I see there is a major election, I want to see what they are interested in?
 - What is important re: making voting choices?
- From our current logs, can we tell what is bringing people to the site?
- How do users discover WeVote?
- What is driving people to come to WeVote?
- Are users using the share button?
- How long are voters spending on the site?
- What are the engagement loops we are looking for?
 - Looking at each ballot item on the ballot and choosing
 - Completed onboarding step X
- Quantitative lets us see a trend.
- Qualitative helps us understand the why behind the what.
- Conversion
 - Users signing up (gives us a pool of people we can cultivate a relationship with)
 - A voter committing to an influencer challenge
 - Returning visitors in a month (to check up on things)
 - Number of click-throughs to notifications about:
 - Elections
 - Are users using the share button?
 - Voters responding to share link (% that click through)
- Using the AARRR metrics might be a good place to start to start
 - <https://www.productplan.com/glossary/aarr-framework/>
- [Understanding your product's metrics is crucial for making better decisions](#)
- Project: reaching out and compiling info about non profit discounts for social listening to see what options are available (Jeanne)
 - Current credits for nonprofit discounts: <https://quality.wevote.us/more/credits>
- Project: Sourcing a welcome screen (Diane)
- Update on Influencer marketing planning

Feb 21, 2024 Community Outreach Meeting


Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Dale: In UX meeting we talked about Influencer landing page. Sam has started working on a presentation deck for Influencers, and I shared our sample DM's with him.

- Jeanne - No major updates from me this week. Thinking about creating a deck about talking to influencers.
- David - Working on design updates for candidate landing page, accessing help and outstanding actions notification in bell icon
- Oletta - Received report from data team on user behavior with good research opportunities

Collaboration:

- Influencers to pursue
- Review Research opportunities and discuss potential next steps:  MicroPresentation from Analytics team
- Major tasks we want to accomplish
- Volunteer microtasks
 - Submit to WeVote all of the groups in your area who endorse candidates
 - Leaderboard
 - Submit candidates on your ballot that aren't on WeVote
- Dale: Report back about ballot parties

Next Week & TODOs:

- Greg working on Notifications design
- Dale to schedule with Debra Cleaver re: flow of "verify you are registered to vote"
- Project: Sourcing banners for Squads
- Project: Sourcing a welcome screen
- Project: reaching out and compiling info about non profit discounts for social listening to see what options are available

Feb 14, 2024 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Aileen: Added some influencers who might be good fit, only challenge I come across is finding influencers who range outside of my own personal/political views/interests
- Dale: 2 new designers, one of whom is looking at influencer campaign.
- Jeanne
- Nethanael - catching up on last week, not much new from my end
- Oletta - No updates for this week. Planning to meet with Greg w/o 2/26 regarding notifications.
- Diane

Collaboration:

- Aileen: How to see Influencers in HubSpot
- Aileen: Which influencers to consider?
 - Jeanne: YouTube seems very promising
 - Nethanael: YouTube & TikTok. Looking at from perspective of Affinities.
 - https://www.youtube.com/@jordan_the_stallion8

- Nethanael:
 - <https://www.economist.com/united-states/2024/01/25/the-rise-of-the-tiktok-news-anchor>
- Influencers Houston:
 - <https://probetheglobe.com/best-influencers-and-bloggers-in-houston-texas/>
- Jordan Howlett:
 - <https://www.vidcon.com/anaheim/speaker/228290/#:~:text=Jordan%20Howlett%2C%20popularly%20known%20as.and%20intriguing%20fast%20food%20secrets.>
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- Aileen: Twitch
 - Mena Lee: Focuses on fashion, history, and she has call to action at the end. <https://www.youtube.com/@gremlita>
 - News Under the Desk
 - Climbing community who are currently putting their attention/focus onto the H.R. 1380, Protecting America's Rock Climbing Act
- Oletta:
 - Hikers, Cohorts of people
 - Musicians advocating for revised copyright laws
<https://www.instagram.com/weareumaw/> (this one might be a little to left leaning)
- Other ideas
 - Gamers, DIY, Cooks, Bakers, Climbing
 - Influencers who would brag about achieving a certain number of registered voters
- Influencers: what they get (Sam Toles creating a presentation)
- Greg: Notifications
- Major steps for voters coming from Influencers call-to-action
 -
- Diane: Other apps which have challenges, or other rewards
<https://app.thestorygraph.com/>
- Diane: Create challenges that are people doing things within the WeVote app
 - Ex/ Support at least candidate for a certain election. This would complete one of the challenges we set up
 - Text one friend to remind them to look at their ballot. Self reporting success.
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Next Week & TODOs:

- Finding more examples of rewards programs
- Dale to schedule with Debra Cleaver re: flow of “verify you are registered to vote”
- Brainstorm about challenges within WeVote as a training grounds (Diane’s idea)

Feb 7, 2024 📅 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Aileen - didn't get a chance to submit influencers to Hubspot, can complete this following week
- Angella
- Dale
- David - Working on design revisions for the candidate landing page
- Diane - no new updates
- Greg - Met with Dale to discuss how we can leverage notifications
- Jeanne – Social team is continuing to refine asset development.
- Oletta - Met with the analytics team to learn more about user behavior on the site

Collaboration

- Oletta: Canva access
- Greg: [WV-198](#) "You" section review
- Rewards
 - Shout out from influencers
 - Peloton Badges, shouting out usernames
- Build initial contact messages for influencers
 - CityNerd: Current Policies (prefers to be contacted through LinkedIn or personal website)
 - We know you have a lot of viewers who want to take action about what you are informing them about. Finding right candidates to build more public transportation
 - Jeanne: I work with an organization called WeVote, our mission is to build a world where no one misses a voting opportunity because they don't have the information they need to make their choice. We are 100% volunteer and are committed to being non-partisan. Because of **your commitment to your community** we wanted to see if you would be interested in leading a Democracy Squad challenge with your audience. We'll be here to help with any questions you have, and the end goal will be to have more people registered and prepared to vote this coming November.
 - Aileen: Hey there, we've been following your content and want to propose an opportunity to engage your audience at the political level. WeVote is a nonprofit organization that provides a free and easy to use app that gives you and your followers the opportunity to explore candidates that stand for your values in an efficient manner. If you are available, we'd love to connect with you and introduce you to our civic engagement challenges through the app.
 - Dale: WeVote is a 100% volunteer nonprofit and we've built a way for you to encourage your listeners with a Democracy Challenge to get ready for the November Election. We mocked up a challenge for your listeners here ([link](#)). Interested in meeting to discuss? (It's free)

- Oletta: We're working to get people engaged in voting by showing them how voting impacts x topic/issue (e.g. smoother streets for cycling, ramps for better walkability...)
- Angella: I can help you encourage the people that are most important to you to use their voice to vote using easy and fast tools to vote. You can reach these people through your platform through our digital voter tools which will help to continue the fight to preserve our democracy.
- David: Would you be interested in helping our democracy by setting up challenges that will get your audience to vote? This will also help build your brand as someone who cares about societal issues.
- Diane: Hi, love your content! I work with an organization called We Vote, where we've built an app and website to encourage voters to be informed about who is on their ballot and take action when it comes to our democracy. We've built a new product to get more people to participate in the voting process and thought it would be a great way to engage your followers to get active as well. Would love to chat more about how you can get involved.

Greg:

Hi [Name],

I wanted to reach out to express my sincere admiration for your podcast—it's been a constant source of inspiration for me.

I'm reaching out on behalf of WeVote, a nonpartisan nonprofit dedicated to empowering individuals with the knowledge and motivation to participate in the voting process. We're passionate about fostering civic engagement, and one of our key initiatives involves creating innovative challenges to encourage voter turnout.

I believe that by joining forces, we can magnify our impact and inspire even more people to exercise their right to vote.

Would you be open to exploring potential collaborations between WeVote and your podcast? I'm eager to discuss how we can leverage our resources and platforms to drive meaningful change together.

If you're available, I'd love to schedule a brief call on Monday or Tuesday to delve into this further. Please let me know a time that works best for you, and I'll make sure to accommodate your schedule.

Looking forward to the possibility of working together and making a difference!

Best,

Greg

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Next Week:

- Influencers: what they get
- Greg: Notifications
- Major steps for voters coming from Influencers call-to-action
- Nethanael:
<https://www.economist.com/united-states/2024/01/25/the-rise-of-the-tiktok-news-anchor>
- Influencers Houston:
<https://probetheglobe.com/best-influencers-and-bloggers-in-houston-texas/>

Tues Feb 6th, 2024 - Greg Micklas & Dale: Notification System

Collaboration

- Metrics needed to show how often people change their default settings for notification?



- Admin portal for notifications
 - List of notifications (Add/ delete notification)
 - Notification body
 - Control which notifications are active/not active
 - Trigger that will cause the notification to be sent.
 - Can some of these triggers be pre-built by engineers, and then used by communications team
 - Log of sent notification
- Email notification
 - Add button for cta
- Templates for topical notices
 - Editable text, with search criteria for who will receive them. Browser to see sample of who will get the message. Metrics prior to the send going out. Metrics after sent.
 - "Election data available now"
- Notification triggers we want to be able to use
 - Create custom trigger built up from various criteria. (brain storm with other team members)
- Notifications needed
 - In notification bell, show a line in the drop down when a friend has accepted your friend request
- Greg to start brainstorming notifications

Wed 31, 2024 - Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Meli
- Jeanne – interesting article from the New York Times about the power and influence of the Group Chat. [I uploaded a PDF here.](#)
- Aileen: Watched an influencer who promoted another voting app.
- Nethanael -studying the updated Figma. Looking to see how cuts at newspapers could affect political information, and how we can offer assistance.
- Greg- nothing to report this week. Worked on “You” section of Strava.
- Oletta
- Diane - no new updates
- Angella
- Dale. Reaching out to Influencers. Simplified presentation to explain why they should do it.
- David - finished design revisions of candidate landing page

Collaboration:

- Jeanne: Influence of group chat. How can we support that trend?
 - Key takeaway - to have a foot in the space of group chats, we need to be able to share very easily. Mobile friendly.
 - TODO: share topic page
- Aileen: Adding influencers to Hubspot.
 - Yes!
- Impact of shift newsrooms
 - Tech and news experiencing layoffs – journalists are moving to independent/freelance work. Creating newsletters, substacks and engaging on social media instead.
 - Local or regional journalists with influence who could be WeVote partners to interact with their audience in different ways.
 - Reaching out to these people directly?
 - Identify local papers and try to find micro-influencers within those communities
 - Rise of the TikTok news anchor
 - Gathering regional publications to share via WeVote newsletter?
- Program to support influencers running a campaign
- Possible Influencers
 - CityNerd

Next Week

- Build presentation for influencers
- [WV-198](#) “You” section review
- <https://www.economist.com/united-states/2024/01/25/the-rise-of-the-tiktok-news-anchor>
- Examples of Challenges Which Might be Created: Open brainstorming
- Influenceers Houston:
<https://probetheglobe.com/best-influencers-and-bloggers-in-houston-texas/>

Jan 24, 2024 📅 Community Outreach Meeting


Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Aileen
- Dale. Greg Micklas & Dale meeting to start discussing notification system.
- David - making revisions to new candidate landing page design after review meeting
- Diane - no new updates
- Greg
- Mike - nothing to add today. Getting caught up from holidays.
- Nethanael. Not much to add from my end, catching up from last week.
- Prisca: Looking at scoring changes
- Meli
- Jeanne: Made personas available to the team to edit.

Collaboration:

- Strategy: Putting our first efforts into rapid changes to Ballot and Candidates, since primaries are coming up quickly. Not overhauling it, but perfect some of the interactions. Then shifting into squads and newer features. Give them every reason to share the app with their friends.
- [We Vote Library](#)
- [We Vote Strategy & Milestones](#)
 - [We Vote Competitive Landscape](#)
- Project: Sourcing banners for Squads
- Project: Sourcing a welcome screen
- Descriptions of Democracy Squads
 - [CO/DR Democracy Squad FAQs First Draft](#)
 - [Democracy Squad FAQs - Answers](#)
 - [Democracy Squad Program Review: Harnessing the Power of Collaborativ...](#)
(I wrote this paper a while ago. I'm not sure how helpful it actually is, but paper writing is helpful to me for processing information.)
- Discussing how to filter challenges
 - Recommendation: Order based on formula
 - Proximity (close to you) then National
 - By Issues I'm following
 - Nonpartisan first
 - Popular in your area
 - New! Highlighting recent additions
 - Challenges that are getting close to their end-date
 - Challenges closest to success
 - Explicit Filters I can choose as voter
 - State (by default)
 - Face-to-face vs. Virtual challenges
 - Partisan vs. Nonpartisan
 - By distance from you

- Search
- Saved searches
- Other general ideas
 - Recommendations based on stated interest
 - Local area recommendations
 - Recommendation based on popularity in area
 - Don't show me certain issues
- Persona presentation in Canva. ([link](#)) Review today
 - Alex - younger person typically. Digital Natives.
 - Jamie - Mostly Millennials, GenX. Concerns, what is going on with work, etc. Ease of use. Quick to use.
 - Terry - Generally an older population.
 -  Understanding America's Interested Bystander- A Complicated Relationshi...

Next Meeting:

- Examples of Challenges Which Might be Created: Open brainstorming

Jan 17, 2024 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Aileen: Belmont CA. No updates, just busy holidays and happy to finally be back
- Dale. UX designs were started by Prisca, Zainab, David and Ivan. Election data for March Primary has arrived.
- Diane: Brooklyn NY. Brand new as Product Manager for Community Outreach.
- Greg: Oakland, CA - Product Manager. No updates for me this week
- Jeanne – Bronx, NY. Follow WeVote on socials if you haven't! Links are in slack =)
- Oletta - Oakland, CA. From Product team. Product Manager, Voter Research Data. No updates for me this week.
- Prisca. Design iterations for candidate cards. Now working on Ballot/Scoring system and simplifying that.
- David - San Francisco, CA. Product Designer. Working on candidate landing pages.
- Meli: Not much to share, honestly just trying to keep my head above water!

Collaboration:

- Persona presentation in Canva. ([link](#)) How to develop cross-team.
 - Greg: One team manages that. Rare updates.
 - TODO: Jeanne will confirm it is editable in the team.
- Can we thumbs up on certain design sequences?
 - Create Democracy Squad
 - Create Challenge
- Project: Sourcing banners for Squads
- Project: Sourcing a welcome screen
- Oletta: How are users notified when there is data? Are there emails sent.
 - Greg volunteered to help manage the design of notification system
 - TODO: Dale notification sequencing designs find previous designs

- Descriptions of Democracy Squads
 - [CO/DR Democracy Squad FAQs First Draft](#)
 - [Democracy Squad FAQs - Answers](#)
 - [Democracy Squad Program Review: Harnessing the Power of Collaborativ...](#)
(I wrote this paper a while ago. I'm not sure how helpful it actually is, but paper writing is helpful to me for processing information.)

Next Meeting:

- Greg:
 - Can challenges be private or public?
 - Is there a certain date that we want to release squads/challenges? (how far in advance do we want this released before the November elections?)
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Jan 10, 2024 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Dale. Still landing from vacation. Working through reviewing changes Prisca made over break. Welcoming new team members.
- Nethanael. Worked on a mock up of potential democracy squad screen verbiage, still catching up with other teams and work done
- Greg. New to the team as a Product Manager and getting started.
- Jeanne.
- Oletta. Started looking at other sites to see what they are doing. Found a dearth of information

Collaboration:

- Information vs. social layer
 - What is on the ballot, what do they do, extra flair, range of commentary
 - Support deeper dive in discussion with friends, links out to deeper information
- Strategy: Putting our first efforts into rapid changes to Ballot and Candidates, since primaries are coming up quickly. Not overhauling it, but perfect some of the interactions. Then shifting into squads and newer features. Give them every reason to share the app with their friends.
- TODO: Encourage Social media team to feature what we do in Political data gathering.
- Nethanael. Verbage for Democracy Squad screens.
- Pick a process or two

Next Meeting:

Dec 20, 2023 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates

- Meli. Sent many emails with instructions for how to make and add your own branded WeVote email signature. If you have any questions or need help please reach out!
- Prisca. Proposed some designs in UX meeting. Dale & Prisca discussed design strategy.
- Dale. I'm looking forward to product team lead meeting tomorrow. I have some simplified challenges I'd like to propose brainstorming about. Propose dropping the design of partisan challenges for 2024. Collaboration item regarding design strategy for the start of the year.
- Jeanne - reaching out and compiling info about non profit discounts for social listening to see what options are available.
- Patrick - Nothing to report yet.
- Nathanael - digging into documentation reading. Thinking about press that might draw some attention to WeVote.

Collaboration

- Nathanael. Marketing team discussions about content strategy.
- Jeanne. TechSoup account. Sam is thinking about reaching out to Design firms. Totally ok for you to engage sales people.
- Strategy: Putting our first efforts into rapid changes to Ballot and Candidates, since primaries are coming up quickly. Not overhauling it, but perfect some of the interactions. Then shifting into squads and newer features. Give them every reason to share the app with their friends.
- Challenges:
 - Confirm that you plan to vote
 - Restrict to one election
 - Restrict to one state
 - TODO: Patrick and Nathanael looking at the steps to set up a Challenge that is a plan to vote.
 -
 - Reminders pre-planned, then sent before election
 - Upload selfie, tagged with WeVote of your squad with "I Voted" sticker
 - Upload pic of a stamp on your mail in ballot - with outside signed
 - Post/Share services to help bring people to the ballots
 - Free Uber/Lyft?
 - Local options?
- More challenges
 - Plan to drive a friend
 - I voted pictures. Posted on social. Tag WeVote to accomplish the challenge.

Dec 13, 2023 📅 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates

- Dale. New designs coming out of UX team. Amelia on break.
- Meli. I'm working on studying to take the CAPM exam/certification. (I'm a long way off from being ready!)

- Meli. Continuing to work with Technical Writing & Training team to get our tribal and institutional knowledge organized.
- Nethanael. onboarding, gaining access, attending first meetings, diving into docss
- Jeanne 🙋 Nothing from me =)

Collaboration

- New colors
- Sample Squad and challenge to:
 - Partisan: Support candidate in another state
 - Support Daffy Duck in Ohio
 - Click link to support
 - WeVote to send reminder
 - Share our recommendations with people we know in Ohio
 - Choose endorsements to highlight
 - Way to express your reason
 - Topic which is unfair towards children
 - Rallies
 - Voter registration
 - Postcard writing
 - Phone banking
 - PTA. This will affect your student. Can you write a letter to the school board.
 - Squad: For this campaign
 - Challenge: I wrote this letter
 - Verify you are registered to vote for that school board member
 - High school students nonpartisan voter registration
 - Highlight timing of election
 - Confirm your polling location and times
 - Promote registering to vote early
- Schedule squad event
- Schedule squad field trip (promoting event)
- Dale: Show new designs from Prisca
- Interested Bystander thoughts?

Next Meeting

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Dec 6, 2023 📅 Community Outreach Meeting

Wednesdays 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates

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Collaboration

- How does Personal Scoring work? (Show tutorial)
- Actions We Want Democracy Squads to take
- Amelia to send links to Prisca: Competitive Review
- Dale to send Interested Bystander report

Next Meeting

- Amelia. Top 5 slides of Interested Bystander
-

Nov 29, 2023 📅 Community Outreach Meeting

Wed 1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates

- Meli. Created the Google Form (as suggested by Ellie Armstrong) to collect student interest to demonstrate to the school board this is a needed event.
 - [Youth Vote Empowerment Workshop - Student Voter Engagement Survey](#)

Collaboration

- Dale. New focus for this team: Voter Turnout Tools. Advocate for organizers
- Jeanne. Personas presentation
- Squad name inspiration
 - Your city state
 - Your school
 - Your club (Running club)
 - Sports team
- Example squad names (brainstorm)
 - City, State Squad
 - Jeanne's Squad
 - Jeanne's Bronx Squad
 - Berkeley High School Squad
 - Elk Lodge 16 Squad
 - Ballot Box Babes
 - Boston Teaparty Squad
- Public Squad, run by We Vote
 - The We Vote Squad
 - California Squad
 - January Ballot Challenge
- Group Challenges
 - Inward
 - Everyone in the group create a plan to vote
 - Verify registered to vote
 - Make a choice on 2 new ballot items (support or oppose)
 - Outward - Encourage friends to...
 - Register to vote / Verify registered to vote
 - Commit to remind 3 friends to vote

Projects available

- List of 20 example squad names for interface
- 5 per state

Next Meeting

- Amelia. Top 5 slides of Interested Bystander

Nov 16, 2023 📅 Community Outreach Meeting

1pm PT | 2pm MT | 3pm CT | 4pm ET

Updates:

- Meli.
 - Finalize new meeting time.
 - Let's talk: Democracy Squad Planning
- Jeanne. Social Media Listening. In Bronx NY. Working on content calendar.
- Amelia. Berkeley, CA. Went through Interested Bystander's report.
- Aileen. Belmont, CA. Partners in the Bay Area. Unity Council (Oakland), Youth Empowerment and Achievement.
- Patrick. Fremont CA. Has worked on candidate or issue programs. Managing field campaigns.
- Alexis. Looked at template Ellie sent out.
- Dale. Starting development of Democracy Squads. Planning a face-to-face party in Oakland CA in January.

Collaboration:

- Democracy Squad Planning
 - TODO: alexis.scott@wevoteeducation.org will start editing the proposal to present to the school board; Meli Miller will pick it back up to refine and fit timeline
 - Meli started a [proposal worksheet](#)
 - TODO: Meli Miller Write Google Form (per [Ellie's suggestion](#))
 - Possible formats ([some thoughts to think about](#))
 - Red Table Discussions (taken from [Ellie's template](#))
 - A facilitator guides the conversation
 - PROS:
 - CONS:
 - Structured presentation
 - A prepared presentation
 - PROS:
 - CONS:
- Outreach to organizations. Needs for the presentation?
 - Goal: convince that would be a good partner that there is enough "there" there to have co-design discussions
 - Ideal groups: Have a list of organizers they would be willing to engage in a Beta program
 - Organizer = willing to throw party at house, discuss upcoming election nonpartisan or partisan, answer questions about voting, when is the election, how do I register, three friends I will remind to vote
 - Fits with their mission and use of resources

- Fits their current mission. Ex/ set up their endorsements as default/highlighted
- Transit groups, working on downballot issue
- Give them a landing page where they can direct people with their opinions + partner orgs all filled out. Then the group sets up Democracy squads that point people at the landing page.

Next meeting:

- Amelia. Top 5 slides of Interested Bystander
- Jeanne. Personas presentation

Nov 7, 2023 📅 Community Outreach Meeting

Updates:

- Meli.
 - Would like to propose we fill out a new When2Meet to determine if our current meeting time still works for everyone, or if we should explore some alternative options: <https://www.when2meet.com/?22283877-MVAiR>
 - Meli. All of the docs I started are ripe for collaboration.
- Ellie
 - Wrote up a [template](#) for Alexis' democracy squad proposal and included old proposals of mine that were approved.
- Zandra. Alameda CA
- Jeanne
- Aileen. Belmont CA
- Dale. Mormon temple.

Collaboration:

- Came up with distinctive named stages in the qualification pipeline for potential Democracy Squad partnerships in HubSpot
 - [We Vote Democracy Squad Partner Pipeline for HubSpot](#)
 - TODO: Can we change pipeline names per pipeline
- TODO Dale: Pitch Deck
- Started a draft of a worksheet/template that can be used for other people to plan their Democracy Squad launch
 - [Worksheet: We Vote Democracy Squad: Youth Voter Empowerment Works...](#)
- Started a written proposal for the school
 - [Written Proposal - Democracy Squad: Youth Voter Empowerment Workshop](#)
- Started a draft of plan/timeline for Alexis's Democracy Squad
 - [Democracy Squad: Youth Voter Empowerment Workshop](#)

Next meeting:

- Wrote up a [template](#) for Alexis' democracy squad proposal and included old proposals of mine that were approved.

- I created a guide for how to install the HubSpot Sales Chrome Extension (connecting Google Account so that Gmail is connected to HubSpot)
 - [Guide - How to Install the HubSpot Sales Chrome Extension](#)
- Wrote trial proposal, budget, and timeline for a non-partisan trial in partnership with Analyst Institute
 - [Research Proposal for Funding: Nonpartisan Trial on Influencer Impact and Democracy Squads for Engaging Young Voters - A Collaboration with Analyst Institute](#)
- Wrote:
 - [Sister District: Comprehensive Strategic Review](#)
- Team Deliverables for Phases 2 & 3
 - Phase 2: Bus Dev/Marketing Package to reach beta groups directly
 - Building our program, the tech, the value
 - Phase 3: Test marketing approaches to reach organizers for Beta program
 - Mailing lists. Ballotpedia. Subnewsletters/niche lists?
 - We Vote newsletter
 - Influencers
 - Facebook ads to reach organizers?
 - Recruiting volunteers to start Democracy Squads in high schools
 -

Oct 31, 2023 Community Outreach Meeting

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates:

- Meli.
 - Found a very cool organization that I would love for us to explore: [Sister District Project](#) (TL;DR: They focus on strategic grassroots efforts to support progressive candidates in key state legislative races. By channeling volunteers, resources, and energy to these crucial contests, they aim to make a big impact on policy and representation. It's like a political power-up for those who believe in making change from the ground up.)
- Ellie.
- Alexis. Talked to Father Philip he would need a written proposal. Ms. Soleberg to help. So we can start next semester.
- Dale. Product team has launched. Hubspot.

Collaboration:

- Supporting Alexis - Nonpartisan info sheet for school club
 - Background of the program
 - Goals
 - Who is We Vote (c3/c4 FEIN)
 - Be the best voter you can be, with a little help from your friends.

- We Vote inspires and helps more Americans to participate in democracy.
 -
 - What does it mean for your hosting organization?
 - Discussion about voting (links needed)
 - Discussion topics:
 - What does it mean to be registered to vote?
 - How to vote in your state?
 - When is the next election?
 - Why should we vote?
 - How do we cast our vote?
 - Voters registered or reminded?
 - Not allowed topics:
 - Who/What should I vote for?
 - How are guard rails enforced.
 - Meeting agenda
 - Community rules (nonpartisan)
 - When will meetings happen? Monthly?
 - 15-30 minutes
 -
- Research needed re: education about voting
 - Curriculums about voting (Khan academy? US State department?)
 - <https://www.khanacademy.org/humanities/us-government-and-civics/us-gov-political-participation/us-gov-voting-rights-and-models-of-voter-behavior/a/lesson-summary-voting-rights-and-models-of-voting-behavior>
 - <https://www.khanacademy.org/humanities/us-government-and-civics>
- Good examples of 1 page summaries about nonpartisan programs
- Sister District
 - Competitive review?
- Pitch deck for Democracy Squad Beta partners
 - We Vote framework
 - What is a Democracy Squad?
 - Why are we doing Democracy Squads?
 - How does a ballot tool increase voter turnout?
 - Setting an intention as a group
 - Identifying resistance to voting and discussing
 - Social pressure while having fun
 - 100% challenge registering to vote
 - An entire small school
 - A Senior social studies classroom
 - How it can help you?
 - Distribution list controlled by the individual organizer for their friends.
 - Make announcements
 - List of events
 - Track successes like voters register

- Track gatherings
 - Find out when you need to be registered to vote
- How can it help your group?
 - Keep score of what
- Groups who could form Democracy Squads
 - Chambers of Commerce
 - An entire small school
 - A Senior social studies classroom
 - Sorority
 - Fraternity
 - Sports teams
 - Book clubs
 - Unions
- Hubspot pipeline
-

Oct 24, 2023 📅 Community Outreach Meeting

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates:

- Meli is out today
- Dale. Zero responses from people I met in Sacramento. Haven't followed up with them myself.
- Jeanne. Social Media Listening Manager.
- Amelia.
- Ellie. Political Science & Chemistry major.
- Aileen. San Mateo CA.

Collaboration:

- Pitch deck for Democracy Squad Beta partners
 - We Vote framework
 - What is a Democracy Squad?
 - Why are we doing Democracy Squads?
 - How does a ballot tool increase voter turnout?
 - Setting an intention as a group
 - Identifying resistance to voting and discussing
 - Social pressure while having fun
 - 100% challenge registering to vote
 - An entire small school
 - A Senior social studies classroom
 - How it can help you?
 - Distribution list controlled by the individual organizer for their friends.
 - Make announcements
 - List of events

- Track successes like voters register
 - Track gatherings
 - Find out when you need to be registered to vote
- How can it help your group?
 - Keep score of what
- Groups who could form Democracy Squads
 - Chambers of Commerce
 - An entire small school
 - A Senior social studies classroom
 - Sorority
 - Fraternity
 - Sports teams
 - Book clubs
 - Unions
- Hubspot pipeline

Oct 17, 2023 📅 Community Outreach Meeting

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates:

- Amelia.
 - I added several prospect organizations to HubSpot for the “Partnership Program”
 - I created guides for how to add organizations to HubSpot - suggestions where to house these?
 - <https://app.hubspot.com/guide-creator/g/bWYFGXjKkh> (Visual guide)
 - [Guide - How to add contacts | HubSpot](#) (Doc guide)
 - I have two people/orgs I'd really like to establish a relationship with but I don't know how helpful they'll be for building Democracy Squads but I'd really like to find a way to work with them.
 - Handbooks - in process:
 - [Onboarding Handbook for We Vote](#)
 - [Volunteer Handbook for We Vote](#)
 - [Volunteer Handbook Skill Hub](#)
 - [Team Management Handbook for We Vote](#)
- Dale.
 - Good morning Community Outreach! I successfully set up the [HubSpot Sales Chrome extension](#), and connected it to my We Vote email address. It took about 30 minutes to get the hang of it, and I recommend it. Benefit: You can BCC outbound emails to potential partners, and then replies get stored in HubSpot so the rest of the team can see them.

- Partners.
- Ellie.
 - Has been very busy with school, then got sick, and today has an exam. She'll be back next week.

Collaboration:

- Community Outreach Handbook
- We need to set up a partner pipeline (Meli?)
 - Hubspot
- Meli. Can we talk about the qualities that we should look for in a good prospective partner?
 - Network of organizers (organizing the organizers)
 - Reporting back progress, rolling up progress / map
 - It will help their mission and operations
 - Their organizers need to tie back to what's-on-the-ballot in some way
 - Willing to provide design feedback
 - Willing to launch with their organizers
- Democracy Squad Partners presentations (Network)
 - Center for Common Ground (meeting 2)
-

Tues Oct 10th, 2023

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates:

- Meli.
- Katrina. Last week possible partnerships.
- Amelia. Looked at guides.vote
- Dale.

Collaboration:

- Question about hubspot.
- Feedback from Center for Common Ground (Andrea Miller)
 - For Center for Common Ground, they share how many postcards they have sent each week across the whole org, but not group to group. Last week 265K sent, but don't show within one group. To turn it into a competition felt like it cheapened it. But each group reports it back.
 - We can do a follow on conversation with her.
- Workers Circle (Dale) - met through Center for Common Ground
 - They could use the software we are building. I can set up meeting with Worker's Circle to find out their needs.
 - "[Democracy Circles](#)" introduction
- Amelia: Guides.vote update
- Possible Partnerships - Katrina
 - <https://www.activote.net/>

- empowers all Americans to be active in our democracy by helping voters create the habit of voting.
 - Pros
 - democracy squads can assist with reminding voters to vote & create helpful habits around voting.
 - Democracy squad interface can possibly link out to their app for challenges and squads who participate can earn badges and rewards. This boosts their traffic and bolsters democracy squad activities and gamification
 - Cons
 - May be confusing for people to be routed to the activote app. Logistics of dev may be a challenge.
 - Functionally doesn't seem like a good fit.
 - Not to pursue as a partner but Product team can view to see what they do well in app.
- <https://www.theteam.org/>
 - provides simple drills for student athletes to become active, engaged, and confident citizens.
 - Pros
 - May increase democracy squad engagement on college campuses as this is specifically targeting communities of college athletes.
 - Already competitive group. Great logos already prepared. One the field off the field approach. Potentially a fantasy league gamification.
 - Con
 - Maybe too narrow a focus.
- <https://www.voteriders.org/partners/>
 - Browsed their partners to see who could fit as a partner for WeVote.
- Partnership Program. Capture in Community Outreach Handbook.
 - Examples
 - National Voter Reg Day
 - Vote Early
 - Gives us credibility: <https://guides.vote/partner-resources>
 - What we offer
 - Customized scoreboard for sub-networks
 - Private landing page for networks
 - Collaboration tools
 - Message scripts
 - Metric on usage
 - What we want
 - Traffic which helps us prove we are accomplishing our mission
 - Sign up using "partners@wevote.us" email forward.
 - Using Hubspot

- Enter possible partners into Hubspot from:
 - <https://www.voteriders.org/partners/>
 - Katrina & Aileen would like to be invited to discussions with partners
- Messages (calls to action) we offer to Squad leaders for them to boost to their squads
 - CTA: Join the squad
 - Subject: Join the squad
 - Body:
 - CTA: Share on social media
 - CTA: Text 3 friends
 - CTA: Remember to vote
 - CTA: Confirm you are registered to vote
 - CTA: See who is on your ballot
 - CTA: Did you send your mail in ballot?
 - CTA: Check out recent activity
 - CTA: Post selfie of you voting
- National Gallery of I voted stickers
- Contest of best "I voted" stickers
- Single page to answer "Why vote?"

Tues Oct 3rd, 2023

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates:

- Dale.
- Aileen. Has ideas to discuss.
- Katrina. Background in project management.
- Praveen.

Collaboration

- Aileen: What about using We Vote as a way to teach about elections, and understanding endorsements. What is the interest level in academia?
- The average 7 person squad - target to inspire & activate 20 people to vote. (3 people per participant average)
 - What a lot of these apps miss is that the supporters need to be able to interact with each other. We need some place where people can have fun. There's no place to have fun.
- Partnership Program.
 - Examples
 - National Voter Reg Day
 - Vote Early
 - Gives us credibility: <https://guides.vote/partner-resources>
 - What we offer
 - Customized scoreboard for sub-networks
 - Private landing page for networks

- Collaboration tools
 - Message scripts
 - Metric on usage
- What we want
 - Traffic which helps us prove we are accomplishing our mission
- Sign up using “partners@wevote.us” email forward.
- Using Hubspot
 - Enter possible partners into Hubspot from:
 - <https://www.voteriders.org/partners/>
- Katrina & Aileen would like to be invited to discussions with partners


Tues Sept 26th, 2023

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates:

- Dale. I’m happy we have kicked off the Product team.
- Amelia. Did tour of Guides.vote
- Ellie.
- Meli.

Collaboration:

- Existing Projects
- Branding Review:  We Vote Brand Messaging Framework
 - How will this impact Community Outreach messaging?
 - Schwag that best supports our brand?
 - I vote, you vote, We Vote.
 - Exclusive schwag that only volunteers have access to?
- Major kinds of marketing (Elections vs. Democracy Squads)
- Amelia: Guides.vote update
- Partnership Program.
 - What we offer
 - What we want
 - Gives us credibility: <https://guides.vote/partner-resources>
 - Examples
 - National Voter Reg Day
 - Vote Early
 - Using Hubspot
- Single page to answer “Why vote?”

Tues Sept 19th, 2023

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates:

- Meli.

- [We Vote Influencer Marketing Campaign](#)
- [We Vote Team Charter Worksheet](#)
 - [Community Outreach Team Charter](#)
- [Mini promo for editing candidate page](#)
- [Birthday Wishes - DonorBox Fundraising Campaign](#)
- [Employee Communication TL;DR](#)
- Ellie. Has exams this week and won't be at this meeting.
- Matt. Sick and out today
- Katrina
- Yash
- Jade
- Dale. Looking forward to the product team meeting. Collaboration item of hand-off.
- Aakriti.
- Alexis. Checked with people who say they would be interested in being part of a Democracy Squad.

Collaboration:

- Next steps on Influencer Marketing
 - Leaning toward paid influencers
 - Minimum starting dollar amount
 - If we had \$5000/month how would we spend it?
 - If we had \$1000/month how would we spend it?
 - What do we want the influencers to market and talk about?
 - How do we reach organizers? People who might launch DS's.
 - We want click through to DS landing page
- More hand-off to the product team.
 - [Actions We Want Democracy Squads to Take](#)
 - FAQ
 - How do we want to provide support to people wanting to start a DS?
 - Currently:
 - Help.wevote.us - searchable articles; rolled up FAQ's
 - About & FAQ link at the bottom of page
 - Goal of landing page
 - See "General Brainstorming" projects doc
 - Landing page - what we want it to do:
 - System wide performance:
 - Hook to "prove" value (# of verified voters who have used We Vote)
 - Most recently formed Squads
 - Welcome [specific squad]
 - Number of formed Squads
 - Bio of Squads (Women in Tech, LGBTQ)
 - What are DS's? (link; use what we have already written)

Next week:

-

Tues Sept 12th, 2023

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates

- Meli.
 - Influencer marketing research update
 - Writing a communication policy
 - Building Democracy Squads - a resource that might be helpful for us
- Yash. UX, journey mapping. Auditing the ballot page. Mapping out the product, end-to-end.
- Amelia. New to Community Outreach, has been on marketing team.
- Ellie. Nashville TN. New Voters contact got back to us. Got contact from ED, and he will get the ball rolling.
- Matt. Boston. Role playing talking through why people vote.
- Katrina. Project management of creatives.
- Jade. In CA Pomona.
- Dale. We will be kicking off Democracy Squad creation. Katrina project managing, Yash, Jade and Mary on UX.



Collaboration

- Ellie. New Voters analysis.
- Voter.guides
- Take stock of Democracy Squads.
 - Look at group.me
 - <https://partiful.com/create>
- Team.
 - Outline a Democracy Squad for Alexis? (Are we there yet?)

Tues Sept 5th, 2023

1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates

- Dale
 - Amelia will be joining us again at the next meeting.
 - I'm starting building Democracy Squads landing page
- Meli.
 -  Employee Communication TL;DR
 -  Candidate Profile Pages
 - Influencer marketing research update
- Ellie
 - Followed-up with New Voters this morning; we'll see if they respond

- [Cascia/Alexis Democracy Squad](#)
- Matt. Looking at role playing convincing people to vote. [Frameworks institute](#) provided materials about convincing people about climate change.
- Sarvani. Exploring several meetings to see where she can contribute.

Collaboration

- Discuss what we learned last week interviewing Alexis

Next week

- Meli. [Candidate Profile Pages](#)

Tues Aug 29th, | 1pm Pacific | 2pm Mountain | 3pm Central | 4pm Eastern

Updates

- Meli.
 - [Enhancing Communication Efficiency](#)
 - [Candidate Profile Pages](#)
- Randy. Video
- Ellie. At school at Vanderbilt.
- Katrina Mill.
- Amelia.
- Paul. Our strength is our volunteers. Do we want to highlight all of us? We need content people can share and brag about.

Collaboration

- Alexis Scott wants to start a Democracy Squad at her high school in Tulsa OK. How can we support her?
 - Alexis wants:
 - to encourage her friends to register to vote
 - Getting teenagers to know about the logistics of voting.
 - What is the reality of a Republican, of a Democrat.
 - Educate them in the basics.
 - Here are who I can vote for.
 - Voting 101
 - Maybe not as a formal club, but during break. There is a place for it, but needs to be explored.
 - People in your high school - 500 total 358 upper school students
 - Open to all Juniors and Seniors (not just her friends group)
 - Tasks We Vote wants to encourage
 - Reminder to register
 - Helping people over the hurdle of "Why should I vote?" "What's the point of voting?" (Paul: Explain it to me as a 5 year old)
 - Develop comfort of what's on ballot
 - Reminder to vote

- Through partnerships
 - Actually register to vote
 - Educational briefs about what is on the ballot
- Ellie's experience at the same high school
 - Advocacy within their high school, and the specifics of that
 - Perhaps convince teachers to present for 15 minutes in class?
- Katrina
 - When she was in high school they would have a day when they would show people how to vote. There might be some teachers to support education about voting. How to register to vote. Discussing how to choose which party to register for.
- Notes
 - Provide presentations to get Democracy Squad members started
 - Give people starting squads opportunities for activism. Headcount helps register voters using booths at concerts.
- Pushback expected?
 - Boundaries of bringing things into a high school. Ellie had a conversation at end of her school time. As long as we
- Do we want to weave registering to vote in our offerings? (Dale has perspective)
 - There are registration groups in college campuses - we should explore partnerships
- YVoteNY.org from New Voters newsletter (partnered with New Voters)
- To research re: influencers: <https://highergroundlabs.com/meet-social-currant/>
- Randy. [Video Content Re: House parties](#) analysis document
 - 1) Case study video for throwing house party
 - 2) Promotion for throwing house party (30 second, like Biden video)
 - 3) 15 second reels with highlights from House Parties
 - 4) Selected portions for social
- Randy's Video Guidelines: [We Vote - Video for Social Media Brainstorm](#)

Tues Aug 22nd, 2023 | 1pm Pacific | 2pm Mountain | 3pm Central
| 4pm Eastern

Updates

- Meli.
 - [Mini promo for editing candidate page](#)
 - Updated to add a single sentence instruction for website button/link: "Update your We Vote candidate page and boost support for your campaign."
- Dale
 - Live site updated with:

 @MikeLevin 103K

website 



Are you Mike Levin? [Click here to update candidate information.](#)

- Randy. [Video Content Re: House parties](#) analysis document
 - 1) Case study video for throwing house party
 - 2) Promotion for throwing house party (30 second, like Biden video)
 - 3) 15 second reels with highlights from House Parties
 - 4) Selected portions for social
- Ellie
 - [“Convincing friends to vote”](#)

Collaboration

- New Voters - Ellie to follow up to get strategy conversation
- [“Convincing friends to vote”](#) brainstorming
 - Create “passive” education where you go to the page
 - 477 votes decided race X, and that elected official controls
 - Bail bonds
 - Local water taxes
 - Ban X in the state
 - Vote on this again in Y days
 - Remind me when it is time to vote for this office again
 - Do you know anyone who can vote for this? Find your friends who can vote for this.
 - TODO: Dale to add a “Why Vote?” section
 - TODO: Dale to add “Squads” section
- Placeholder landing page for Democracy Squads?
- Democracy Squad Videos
 - Randy’s analysis & recommendations ([link](#))
 - Added more description about the videos we have found ([link](#))
- Video explainer for candidates (requesting they fill out their information)
- Meli. Looking into how to work with influencers.
 - <https://www.businessinsider.com/tiktok-instagram-influencers-young-voters-gen-z-2022-2024-elections-2022-11>
 - <https://www.politico.com/news/magazine/2022/03/27/progressive-gen-z-for-change-tik-tok-00020624>
 - https://ssir.org/pdf/Fall_2013_The_Secret_of_Scale.pdf
- What should we show when a politician can’t be found? Meli writing

Wed Aug 16th, 2023, 9am Pacific Time - New Voters Meeting

Taek Yong Kim (“tek”) Operations intern at New Voters.

Reached out because of the work we’ve done.

Meli

Ellie

Jarod didn’t make it. Student-run organization, highschool & college. Assist eligible students to register to vote. Train students to run registration drives. Started in Pennsylvania. Registered ~85% of students at the high school.

John B. Row. Costega High School in Pennsylvania.

They expressed interest in: Nearest map for polling locations.

Could collaborate on a digital map re: where registration drives are happening. Their tech team might be thinking about building. As an opportunity to recruit people. (Possibility: people can find nearest one. Engineering team collaboration.) In office, manager would be entering. Drives in high schools. Page for people who want to host registration drives. Not on strict deadline. They are trying to launch state leads. Fellows: There is a curriculum for them. CA laws they should be following. Steps on how to run the drive. Presentation where they can ask questions.

What are your pain points?

- They need more resources for students. We Vote helpful for students to become civically educated. Loved how Ellie added each other as a resource.

Past partnerships with Motivate. Did meeting. Motivate trained them on platform. They delegated 4 interns to get trained so they can train rest of staff. Have New Voters staff be trained on We Vote. Still toying with the idea of a partnership. Motivate is trying to gamify competition. Fun and competitive way to get civically minded. Also important for New Voters. Could We Vote do a similar training session?

New Voters gives them “our way of doing it”.

They use New Voters approach.

Jared would want yyy from Democracy Squads under the New Voters umbrella? Would happen outside town hall. Above and beyond individual schools. 2 or 3 schools to create huge registration drive.

Post processing


Voter registration tools collect email/phone, and give the organization a way to contact them.

The groups then message and follow up to accomplish their organizational goals.


ED's think about “member bleed”

Tues Aug 15th, 2023, 1pm Pacific Time

Updates

- Meli. [Voter Captain Guide](#), [Activation Guide](#)
- Meli.  Mini promo for editing candidate page
- Ellie “[Convincing friends to vote](#)”, [NewVoters Collab](#)
- Dale

Collaboration

-  New Voters & We Vote 2023 Presentation for Wed Aug 16th. (We updated)
- Matt's idea: Do role playing where you have to convince someone that voting is important.
 - From public policy class, when discussing climate change, there are ways to frame things that are more convincing.
 - People's experience with an issue.
 - Facts that are convincing.
- In the squad during introductions, say “Why I vote”. Capture that, share it across the network, up-vote the best statements so people can see them.

Tues Aug 8th, 2023, 1pm Pacific Time

Updates

- Matt. Found House Party Guides.
- Ellie.

Collaboration

- [House Party Guides](#) (folder)
 - Searched for: House Party Guide, House Party Toolkit
- Democracy Squad [Landing Page Design](#)
- Preparation for New Voters call: Possible collaboration
 - <https://www.new-voters.org/about>
- DISCUSS: Resources to help convince friends to vote. (Jumping over typical hurdles people throw up when they don't want to vote.)
 - Why is it important to vote (answers for the four children?)
 - How to respond to "My vote doesn't count" or "It doesn't matter anyways"

Next Meeting


- TODO: Mini promo for editing candidate page - Meli first draft?
- Ways to reach fired-up voters
 - Talk to political network:
 - If we want to reach fired-up voters who want to support candidates in a certain region, what is most effective method? Text banking based on a purchased list?
 - Ask Sonya for advice & connections?

Tues Aug 1st, 2023, 1pm Pacific Time

Updates

- Dale. New projects for collaboration.
- Matt.
- Randy. Visiting this meeting
- Stewart. Visiting this meeting from Donor relations meeting. Currently a law student in SF
- Paul. Marketing strategy and media.

Collaboration

- DONE: "[What are democracy squads?](#)" brief description ([design](#))
- DONE: "[What will we do?](#)" brief description ([design](#))
- DONE: "[Form your squad](#)" [initial steps](#) ([design](#))
- Brainstorm:  Democracy Squad Automated Notifications
- Making plans to reach out to local groups
 - Questions we have for them
 - Would it be helpful for you to have a voter guide you can point people to
 - Opportunities for us to be attached to your materials for a fee?
- Marketing budget requests?
 - Copper CRM - \$600 per year
 - Facebook ads to reach current admins of groups or people in groups

- TODO: Gather into folder all House Party Guides you can find in this [“Example House Party Guides”](#) folder
 - Matt gathering
- Explainer videos
 - TODO: Randy to research and find house party related explainer videos
 - Shorter is better
 - Video screen capture works well

Tues July 25th, 2023, 1pm Pacific Time

Updates

- Matt. Looked at Democracy Builders grantees again. Who should we reach out to?
- Meli. Been looking at best practices. Projects to be done?
- Dale.

Collaboration

- Review of Community Outreach Projects
- Democracy Squads Landing Page

Tues July 11th, 2023, 1pm Pacific Time

Updates

- Meli.
 - Prior marketing meeting talking about how to get people to the Chip in page.
 - Could maybe the Community Outreach team be in charge of reaching out to Influencers?
- Ellie.
 - 60-90 second video script. Where will it be shown? Created bare bones starting point.
 - Zoom meeting?
- Matt. Looked at recipients of X grant. Which ones would be appropriate to reach out to them?
- Dale.

Collaboration

- Chart
- voterAggregateAnalytics
- [Zoom meeting ideas](#)
 - Instead of informational, maybe awards ceremony?
 - Dale thoughts:
 - Instead of Zooms, produce Getting Started videos
 - All you have to do at the gathering is...
 - Prepare messages to text and email on KEY-DATE
 - At party: schedule messages to go out.
 - Email reminder on key date with video telling them what to do

- “Here’s what’s happening. We are x days out from an election, and your friend wants to remind you to vote. So click the link...”
 - They click your link, you get credit for reminding them!
 - Send follow up or thank you messages
 - See where you are on the leader board
- What do we give back to Democracy Squad Organizers?
- Recipients of X grant
- Meli. Democracy Next

Tues June 27th, 2023, 1pm Pacific Time

Updates

- Dale. Liz Jaff update.
- Meli. Has been working on Internship program.
- Matt. Returning from vacation.

Collaboration

- Internship Program Update
- Liz Jaff report back
 - The press will love We Vote stories around:
 - The feel good story of voters across the political divide working together. Hope in Democracy.
 - There is too much chaos online. We Vote cuts through that.
 - The number of We Vote volunteers, and why volunteers are dedicating their time.
 - Open source software
 - Controversy: Do endorsements still matter?
 - Figure out ways to show metrics that we are increasing civic engagement.
 - Any way to get people who use we vote to say that they wouldn’t have voted without we vote?
 - Chip-in works
 - Just be aware of who is going to be chipping
 - anecdotally she found that chip in funding leaned HEAVILY toward Trump support; surprised how one sided it was
 - If you see it skewing one way you could go to the opposite side and show them how it’s playing out and try to get funding from them
 - Don’t waste our time trying to upsell services to candidate campaigns. (“The more you cater to campaigns, the more you lose.”)
 - Pay special attention to ballot measures, because those are often big dollar battles
 - Be cautious about expecting big dollar donations from your typical political donor, because they will ask (with concern) “What kind of turnout are you increasing?”
 - Keep our product simple because so many other voters guides went down the drain because they were too complicated.

- Be careful of promoting user-generated content too far-and-wide, because if left or right perspectives overwhelm the site, it will start to make We Vote look like it has a left or right flavor. Be ready for millions of Trump supporters.
 - Warns that opening endorsements to the public will open the door to the extremists
- Choice quotes:
 - “Twitter repeats the lies people already believe”
- Research the [2023 Equitable Civic Engagement Fund](#) (ECEP) recipients - Matt doing this
- Design Mini promo for editing candidate page. See Ballotpedia’s Candidate Connection - Meli doing this
- We won’t be meeting next week because of 4th of July

Tues June 20th, 2023, 1pm Pacific Time

Updates

- Dale.
 - Splitting up the Community Outreach / Donor Relations team minutes. See also [Donor Relations Agenda/Minutes](#)
 - 7 states with [upcoming elections](#). I am asking Political Data Managers to start reaching out to candidates, using candidate survey (see [email draft 6](#)).
- Meli.

Collaboration

- I am politically engaged, but:
 - You know people roughly share your political beliefs, but you still don’t want to talk politics with them.
 - Encourage their friends to use the tool, even knowing they aren’t people we want to talk about
 - What would that group look like?
 - Informal
 - Moderated
 - Be nonpartisan, not intended to convince
 - Expose people to multiple perspectives
 - I sent in my absentee ballot
 - Friendly, not particularly intrusive reminders
 - Invite some people, add other people
 - People could request to join
 - How many people will you remind to vote (confidential vs. visible) Team total
- #news-for-volunteer-newsletter
 -

Tuesday June 13th, 2023, 1pm Pacific Time

- Updates
 - Dale.
 - Meli.
 - [Photo Rules and Policy - Draft](#)
 - Added research
 - Added a statement clarifying photo ownership rights
 - Matt. Updated candidates form.
- Collaboration
 - Matt. Update candidates form.
 - Update your profile process, header banner image.
 - Review together: [Photo Rules and Policy](#)
 - [Actions We Want Democracy Squads to Take](#)

Tuesday June 6th, 2023

- Updates
 - Dale.
 - Meli.
 - Possible partners for Democracy Squad launches:
 - [Pilsen Alliance](#)
 - 1744 W. 18th St
 - Chicago, Illinois 60608
 - Email: info@thepilsenalliance.org
 - "Pilsen Alliance is a social justice organization that uses education, organizing, and advocacy to empower working class and immigrant communities in Chicago."
 - [33rd Ward Working Families](#)
 - 3248 W Montrose Ave
 - Chicago, Illinois, 60618
 - workingfamilies33@gmail.com
 - "33rd Ward Working Families organizes within our community through canvassing, phone banking, and hosting events."
 - [United Working Families](#)
 - 2229 S. Halsted Street
 - Chicago, IL 60608
 - No email listed; just a contact form
 - "United Working Families is an independent political organization that recruits, trains, and supports Black and Latinx candidates who fight for racial, social, and economic justice."
 - Ashley.

- Matt.
- Ashlee.
- Ellie.
- Jewel.
- Joy.
- Kate.
- Kierra.
- Noor.
- Collaboration
 - Politician questionnaire

Tuesday May 30th, 2023

- Updates
 - Dale.
 - Meli. (Out of town)
 - Draft of [Democracy Squad FAQs - Answers](#)
 - Ellie.

Tuesday May 23rd, 2023



- Updates
 - Dale.
 - Meli. Been contributing.
 - Matthew. Masters in Public Policy.
 - Ashley. New to community outreach team.
 - Paul. Marketing Strategy & Media Advisor
 - Eric. Just joining community outreach team.
 - Nicole. Marketing in health and wellness market.
 - Ellie. Public Policy major at Vanderbilt University.

Collaboration

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- Encouraging people like this to create Democracy squads? (Create Target Voter Characterization for people who create complex voter guides)
https://docs.google.com/document/d/1GATt_Kw9MWZBIU5aH-agY4yPt79JIPBHmjmpfxbO08/preview#heading=h.w6m2mj65xzng

May 16th, 2023

- Updates
 - Dale.
 - Meli.
 - [Politician Process Email - Draft 5](#)

- [CO/ DR- Possible Candidate FAQ - Answers](#)
 - Ellie.
 -  Target Market Characterization (Crossing the Chasm)
 -  Crossing the Chasm Book Summary BizThoughts.pdf
 - Nicole.
- Collaboration
 -

May 9th, 2023

- Updates
 - Dale.
 - Meli. Writing email to politicians
 - Kierra. Marketing professional with experience in graphic design management. Some experience with donor relations.
 - Ellie. Created community outreach FAQ first draft.
- Collaboration
 - Ellie. Created community outreach FAQ first draft.
 - Meli. Letters to Politicians
 - Update Your Info Process
 - New features tour

May 2nd, 2023

- Updates
 - Meli. Worked on looking at examples of places using the donation websites. Found several voting related organizations using the various platforms. She feels best about every.org
 - Dale.
- Collaboration
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