



Relational Organizing Toolkit

Did you know 88% of Washingtonians support more homes near transit? Even with a super majority of the state supporting transit-oriented development, it still took three years to pass a bill! To win real change, we need to show lawmakers that these aren't just numbers, but real people. Our organization can only reach so many people, but you're connected to dozens—if not hundreds—through work, school, clubs, and family. If even a fraction of us shared these bills and encouraged others to take action, we could multiply our impact, amplify our reach, and build a movement strong enough to win. Let's grow together by organizing together.

Relational Organizing How-to

- 1. Make a list of 10 people you want to send this message to.**
 - a. Group chats, groups you're a part of (clubs, faith communities, volunteer groups, etc.), friends and family, co-workers or classmates, a mentor or teacher, social media mutuals and more!
- 2. Decide what's the best way to chat with them**
 - a. Do the outreach now**
 - i. Send texts/DMs directly, call your list on your lunch break, or forward the email to your list
 - b. Meetings already in your schedule**
 - i. On your weekly coffee run, after a meeting, a text in the group chat, on your catch up phone call
- 3. Start the conversation!**
 - a. Use the samples below to get you started.

Sample Conversations

Forwarding an email/Action:

Hey NAME,

Futurewise is a group working on land use issues I really care about, like more homes near transit and rent stabilization [insert personal reason]. We're trying to get important legislation passed, but I need your help to put pressure on our legislators to make sure they vote yes on these bills. Can you click the link below to send emails to your legislators (it takes 30 seconds!)

<https://futurewise.salsalabs.org/sproutsnshoutsemail>

Best,

YOUR NAME

Text:

Hi XXX, I'm volunteering with Futurewise, a group that's working on important land use issues like allowing more homes near transit and rent stabilization. Can you email your legislators to ask them to vote yes on these bills? <https://bit.ly/sproutshoutemail>

Response:

Thanks for signing! Can you send it to 5 people you know? This is the best way to reach everyone who supports.

Chatting with a Friend:

I've been learning more about this issue [rural development, TOD, ect] and I think it's something that will affect a lot of people in the state. There is currently a bill in capital about it right now. [chat about what it would do but don't get wonky]. Would you be interested in taking some action? <https://bit.ly/sproutshoutemail>

Talking to your club/ book group/ religious group/ any of your groups:

This is the time for the elevator pitch. This is probably a bigger group and there are other things you are doing during your meeting time. The elevator pitch gives a quick overview and is a great starting place for more conversation and questions.

Tips

- Your pitch should reflect who you're talking to. Your book group vs your organizing group might have different values.
- Share your personal story on why and what you care about ([see sample stories here](#))
- Keep it short. They can always ask more questions later
- Practice it a few times before sharing it.

Conversation How-to

Face-to-face conversations and phone calls are the best way to get people to take action that may not agree with you or are less involved in legislative politics than you. Here's our best practices:

- **Start by asking questions that build common ground.** The key is highlighting the connection between you, such as "I wish there were more bus lines in our area, especially connecting us to the light rail. Have you been feeling that way too?"
- **Patiently listen to people's beliefs and concerns, even if you disagree with them!** Show that you respect the person you're speaking to, take their perspective seriously.

- **Be extra mindful in group settings!** For example, if you want to talk to your book club, ask the host ahead of time if you can get a few minutes of the meeting to address the group.
- Once you reach agreement on a policy, **get them to take action**. So many people feel powerless in our communities right now. Showing them how to send a message to their legislator or ask them to take a photo petition proves that there are tangible steps they can take to work towards the world they want to see!
- **Follow up with the people you talk to.** This is especially important if you got them to take action! Tell them if the bill they signed in PRO on made it to the next committee, if a budget measure passed, if the legislator they spoke to voted the way we wanted them to. Showing people the payoff for their effort encourages them to keep going!