Distributed Organizing

Distributed Organizing Org Chart
- Director of Distributed Organizing
  - Deputy Distributed Organizing Director
    - National Calls Director
      - Six (6) Regional Call Managers
    - National Text Director
      - Six (6) Regional Text Managers
    - National Events Director
      - Five (5) Regional Event Managers
    - National Relational Director
      - Five (5) Regional Relational Managers

Calls
- **Call Volunteer Organizer Roles**
  - Mods - Moderators who answer caller questions in #call-crew
  - Ballot Brigade Mods - Mods who answer caller questions in #ballot-brigade
  - Llamando Contigo Mods - Mods who answer caller questions and provide support for our bilingual, Spanish language calling program
  - Data Entry Mods - Mods who entered data to note whether volunteers attended Call Crew Training
  - Advanced Mods
    - Scout Mods
      - HelpScout Mods - Mods who answer and respond to questions emailed to the team's Help Scout inbox. (appx 18,000 emails responded to)
      - Office Hours Mods - Mods who lead caller support sessions via Zoom to answer caller questions and provide demos in breakout rooms. (estimated 1,000+ volunteers served)
    - Coach Mods - Screen for, help train and contribute to onboarding new mod recruits.
      - Mods in Training - New mods currently being supported by Coach Mods
    - Captains
      - Mod Captains - Most experienced mods who support Mods & Mods-in-training during shifts, answering their questions in the #call-mods channel

- Praise & Feedback Captains - Mod Captains who provide praise & feedback to Mods & Mods-in-training during shifts and record their comments in our [Mod Captain Hub](#)
    - GOTV Mods
        - VoPro Mods - File reports in LBJ when callers hear of voter-protection related issues. (750 reports filed)
        - P2P Text Mods - Send follow up texts to callers the day after their first day of calling. Also send follow up texts to past one-time callers to re-engage. Goal: Increase caller retention
    - Training Team
        - Training Corps - Volunteer trainers who lead Call Crew Trainings
        - Training Assistants - Volunteer training assistants who provide support during trainings, monitoring the chat & tech, removing trolls, sharing supportive messages, and role playing with trainers during demo calls
- **Slack Community + Moderation Channel Index**
    - **call-crew** - Where Call Crew assignments (call campaigns) are posted and where callers can get help. This Slack channel primarily coordinates callers using ThruTalk.
    - **call-crew-community** - A community building call crew channel for sharing check ins, check outs, feedback, and calling stories. Questions are also answered here.
    - **ballot-brigade (Archived)** - A channel for our VPB Connect team. This team functions like call-crew, but on our backup dialer tool.
    - **call-mods** - For mods to ask questions of mod captains or staff.
    - **llamando-contigo** - Our Spanish language (bilingual) calls channel. Functions like call-crew, but for our Spanish language programs and with comments and posts more frequently in Spanish.
    - **llamando-contigo mods -** For llamando-contigo mods to ask questions of mod captains or staff.
    - **ballot-brigade-mods (Archived) -** For #ballot-brigade mods to ask questions of staff.
    - **dem-victory -** For mods interested in future Dem campaigns to organize for new projects after Nov 3, 2020.
    - **helpscout-mods -** For mods with access to HelpScout to coordinate and ask questions of staff.
    - **mod-captains -** For mod captains to ask questions of staff (and in the past for on-call office hours mods to share the link to their virtual meeting location).
    - **scout-mods** For coordinating with Office Hours mods.

- **vopro-lbj -** For coordinating with Voter Protection mods.
- **training-corps-cc -** For coordinating volunteer trainers.
- **training-assistants (Archived) -** Channel briefly used to coordinate with training assistants.
- **anf-project** - Channel briefly used for a specific project relating to a ThruTalk quirk (creating new logins to minimize Agent Not Found ThruTalk error).
- **call-special-projects -** Channel for great callers, many of whom became mods, who made data collection calls or who we occasionally asked to make special calls.
- **highly-available-mods** - Channel used in the final week in case needs arose for additional help, filled with mods who committed to being highly available in the final stretch.
- **call-data-entry (Archived)** - Channel briefly used to coordinate with mods closing call crew training shifts on Mobilize.
- **Calls Regional Manager Role + Duties**
  - [Running Call Crew Slack](#)
  - Recruiting and training new volunteer leaders
  - Leading trainings (new vol leader trainings and new caller trainings)
  - Drafting scripts and building dialer scripts for the call program's daily campaigns
  - Building additional Distributed processes and resources for volunteers
  - Answering helpscout inbox questions from volunteers interested in calling
  - Leading mod teams to answer caller questions and provide caller support
  - Sharing guidance with Call Crew during each shift change (and updating the permanent Script preview link: https://2020victory.io/previewscript)
  - Working with GetThru to make sure ThruTalk doesn't topple over. At scale, this involves portal balancing (to make sure too many callers aren't active at a single time and daily, frequent communication to ensure ThruTalk continues to function).
  - Coordinating with state teams on lists, ensuring Distributed and in-state teams are each calling the appropriate lists, and avoiding double, same-day calling.

Texts
- Text Volunteer Leader Roles
  - Frontend
    - Captains - Captains answer texter questions in real time in #text-team.

- - - ■ Greeters - Greeters assist texters in text-new-texters who aren't able to progress into text-team via ROB Bot after completing their texter quiz.
    - ■ Frontend Leads - Leads answer and moderate the mods-frontend channel the way that Captains moderate the #text-team channel. Their primary responsibility while on shift is to answer questions that the captains have while they are answering questions in #text-team. Lead Mods can turn to staff on duty if they need additional assistance answering a question. Additionally, frontend leads facilitate captain trainings and weekly meetings, and help develop systems and processes for improving the coordination of the frontend systems. Frontend leads are organizers.
  - ○ Backend
    - ■ Sweepers - Sweepers review conversations from texters flagged in our system for promotion or risks, providing feedback and coaching to texters to set them up for success.
    - ■ Closers - Closers ensure that voters receive replies, no matter when they choose to reply. Closers do this by consolidating replies from older campaigns and providing accurate data, so that the reassigning team can assign out replies to texters several times a day.
    - ■ Assigners - Assigners make it possible for texting volunteers to contact voters by sharing assignment links.
    - ■ Backend Leads - Lead sweepers, lead closers, lead assigners. These folks led trainings and meetings for the backend mods, built systems to track and maintain the program, and collaborated with staff to envision how the program could work. Backend leads are organizers.
- **Slack Community + Moderation Channel Index**
  - **General texter channels**
    - **text-new-texters** - For new texters to get onboarded after training
    - **text-team** - For volunteer texters to ask questions
    - **text-team-2** - A newer text-team channel, for texters who are "promoted" out of text-team. Texters in this channel are exclusively in text-team-2, they are not also in text-team
    - **text-get-texts** - For volunteers to find the current assignment links. There is a system set up to delete posts by anyone in this channel who is not also in mods-announcements - thereby creating an announcements only channel where only moderators can post.

- - - **text-nice-things** - For volunteers to post positive conversations they've had!
    - **text-mi-gente** - The Slack channel for our Spanish language text team
    - **text-batch-request** - the channel where to coordinate accessibility accommodations in the form of doling out batches of texts smaller than the automatic 300 batch size
  - **Volunteer organizing leaders (mods):**
    - **mods-frontend** - For Greeter + Captain mods to ask questions of staff
    - **mods-backend -** For Sweeper + Assigner + Closer mods to ask questions of staff
    - **mods-onshift -** To post when you are on shift and off shift
    - **mods-announcements** - To see the latest announcements from staff for all moderators
    - **mods-language -** To post conversations that need reassigning due to foreign language
    - **Mods-helpscout** - To coordinate the volunteers using Helpscout to manage the texts@2020victory.com inbox
- **Texts Regional Manager Role + Duties**
  - Running Text Team Slack
  - Recruiting and training new volunteer leaders
  - Leading trainings (new vol leader trainings and texter trainings)
  - Drafting scripts + building campaigns for the daily campaigns to be sent out
  - Building additional Distributed processes and resources for volunteers
  - Answering Helpscout Inbox questions from texters who want to get involved
  - Leading mod teams (incl. front end mods and backend mods to provide support for texters sending the texts out)
  - Coordinate with state teams on lists to acquire to text

Events
- **Event Volunteer Organizer Roles**
  - Mobilize Moderators - Edit and approve supporter hosted events submitted to the 2020 Victory Mobilize America Dashboard.
  - Rapid Support Help - Run the real time, Zoom based Rapid Support Center, that event hosts can join if they have trouble during the event, or send phonebankers to for troubleshooting help.

- - REVLs - Supervols who recruit event hosts, hold 1:1's with event hosts, make sure event hosts run successful events, and coach event hosts.
    - Event Hosts - Because event hosts take action to lead within their communities, they should be thought of, and supported, in the same manner we support other volunteer leaders. (e.g. with our phonebank facilitators deck)
  - **Slack Community + Moderation Channel Index**
    - **event-hosts** - For event hosts to get updates from the campaign, ask questions, and share tips with each other.
    - **communities-united-members** - provided key updates and space for sharing, planning and more among communities united team members
    - **rapid-support-center-mod** a mod space for volunteer leaders associated with the Rapid Support Center project chat generally
    - **volunteer-leader-channel** a Slack space for all volunteer leaders
  - **Events Regional Manager Role + Duties**
    - Running Events Team Slack
    - Leading trainings (new Event Host trainings and vol leader trainings)
    - Holding 1:1's with Event Hosts
    - Recruiting and training new volunteer leaders
    - Building Event Host training materials and resources
    - Answering Helpscout Inbox emails
    - Recruiting and reshifting event hosts
    - Leading major staff led events (e.g. all vol calls or staff led phonebanks)
    - Troubleshooting with event hosts to make events a success

Relational
- Relational organizers took on the role of running their own relational voter contact events. This volunteer organizing took place largely outside of Slack
- **Relational staff duties**
  - Running and facilitating Relational events (storybanks, friendbanks, roundtables, strategy sessions).
  - Recruiting and training volunteers to lead their own actions, with an emphasis on Friendbanks and relational voter contact
  - Preparing training materials to support volunteer led action shifts
  - Running Vote Joe (Outvote) action and training sessions to support technical adoption of the tool
  - Testing volunteer leadership continuously through structured virtual house meetings, hard ask and redshift trainings
  - Cultivating volunteer leadership through How-To-Run-Friendbank and building volunteer capacity to take greater responsibilities

- ○ Creating all relational content from talking points, DTC scripts, actions, creative content for actions, and Outvote engagement strategy for the app itself
- ○ Holding 1:1's with volunteer leaders and preparing volunteers to lead their own events
- ○ Creating innovative tactics for different constituencies to reach out to their own bases effectively [ie, virtual canvassing through Instagram and Facebook for youth to track on Outvote, paid relational program for youth, formerly incarcerated, and Af-Am constituencies for voters we may not have phone numbers for]