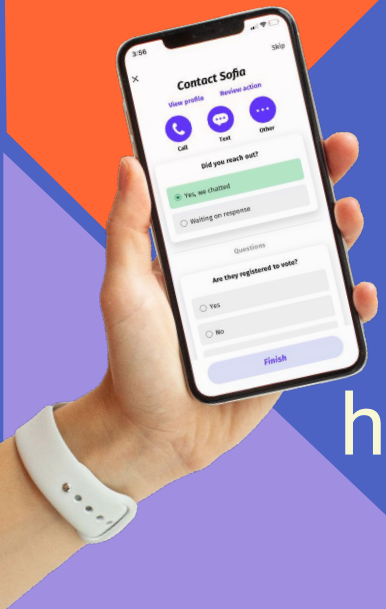


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The Empower App

A tool for relational organizing



https://empowertoday.us/MB4TN

The Role of the Volunteer

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- ➔ You will build lists of contacts (friends, classmates, clubs/teams) that you are committing to engaging
- ➔ Have conversations prompted by CTA with your list of contacts
- ➔ You can recruit other to become Volunteers from your list!



Your community has untapped local knowledge that can better inform your outreach & support.
How have you collected this data in the past?

"Mom! Did you register to vote? Do you know where your polling place is?"

"Bro, can you sign this petition?"

"Hey neighbor! I'd like to tell you about this issue I've been thinking about!"

Signing Up to Reach Your Contacts on Empower is Simple!

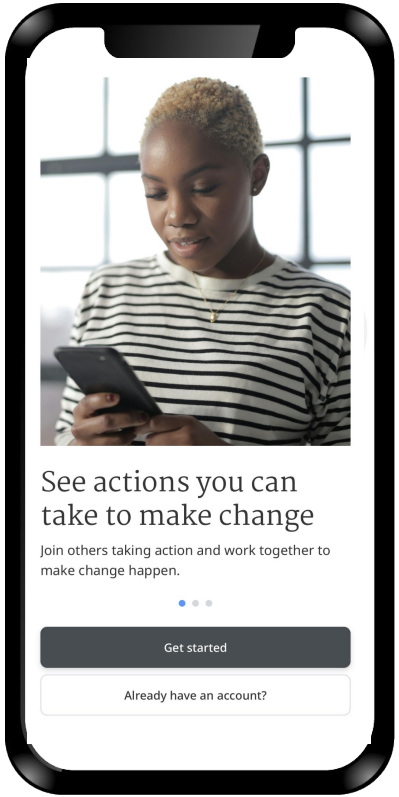
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Using this tool to stay organized and connected!

Available for free via iOS, Android, and online:

https://empowertoday.us/MB4TN

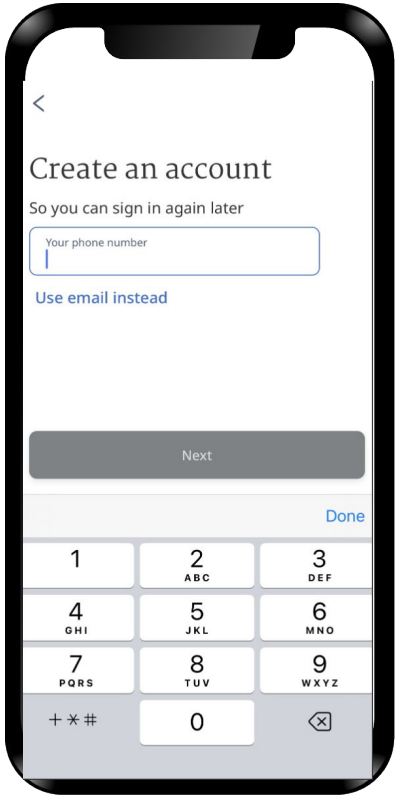


Create Your Account

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Click “Get Started” and provide either a phone number or email address.

This will be your login. There is no password to create, instead you will receive a number code to authenticate.

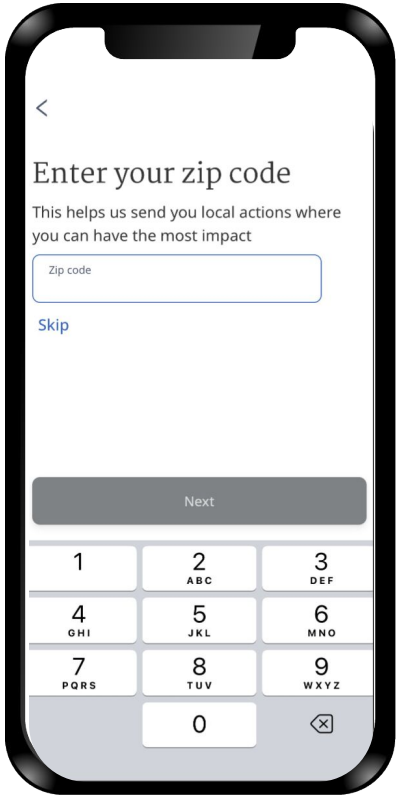


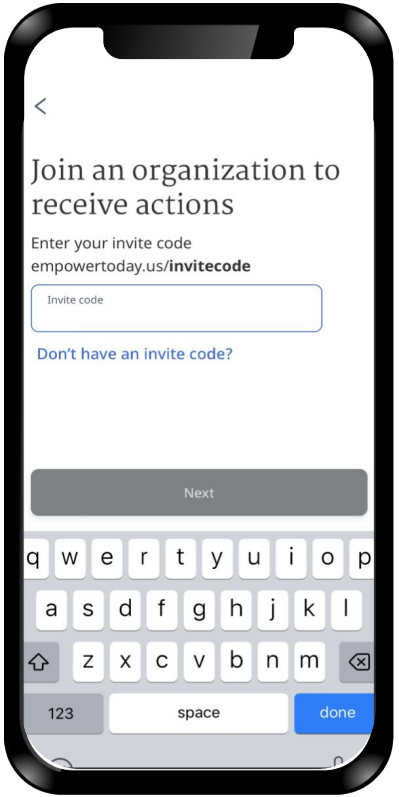
Simple as 1, 2, 3!

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You have the option to provide your Zip Code, so our campaign can send you more local actions.

Then you will provide your INVITECODE: MB4TN

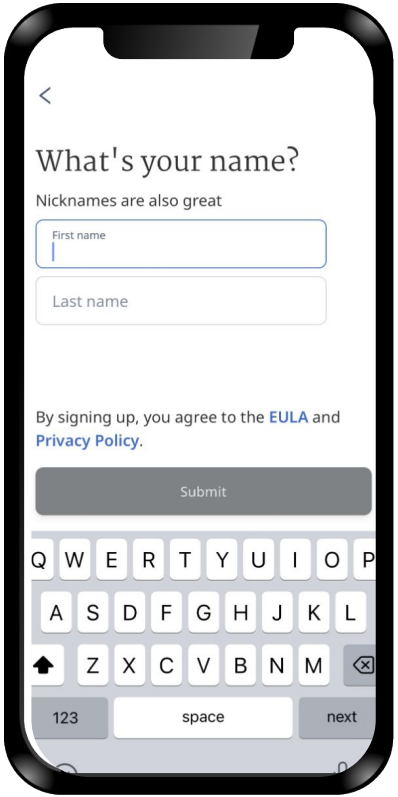




Last Step!

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Finally you will provide a name, and you’re done. Nicknames also work!

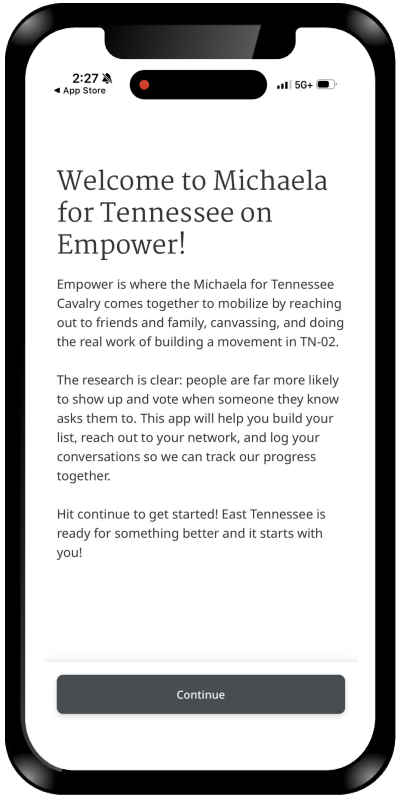


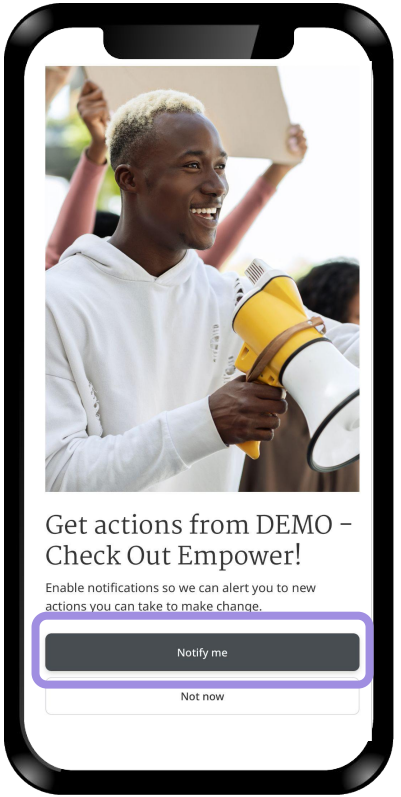
Turning On Notifications

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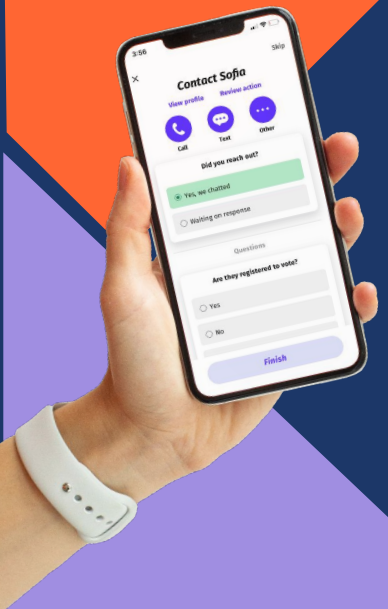
After you've created your account, you will land on the Introduction page. You will only see this page once.

Following the Intro page, you will be asked to **enable notifications**. This is how you will be alerted about future actions!





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We will not contact the people you choose to communicate with through the app.

We cannot see what you say to them.

These are your private conversations, that we can't read.

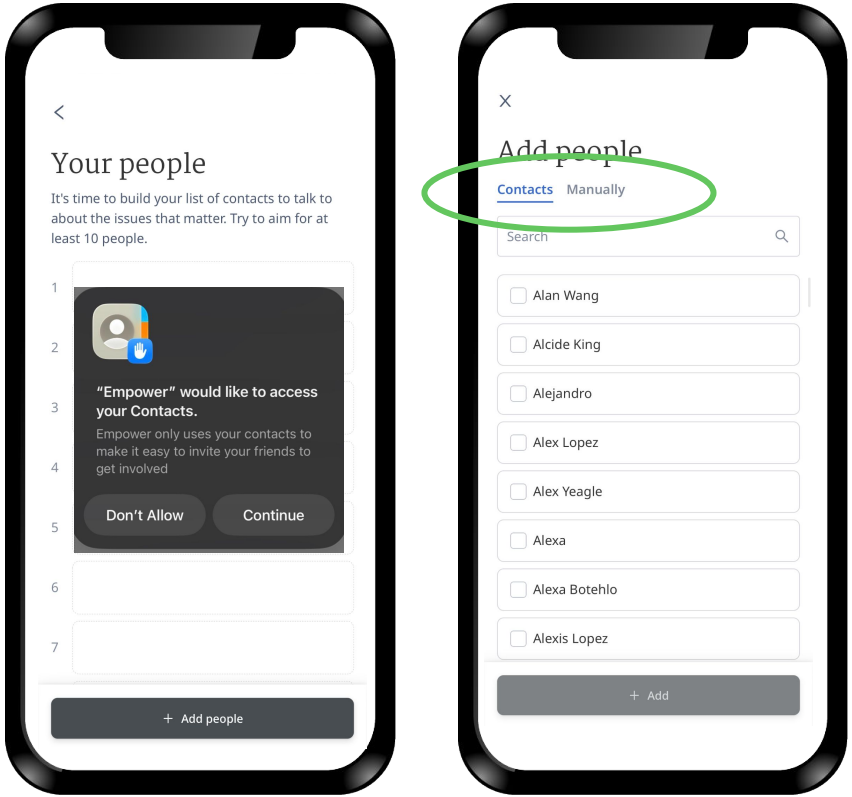
Now We'll Build Our List

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Think through the people you know, and aim for a list of 27 people in East TN to start.

You have the option of entering your contacts' information manually, or you can "Add from contacts" and pull contacts straight from your phone book.

You will have to allow Empower to access your contacts unless you want to do it manually.

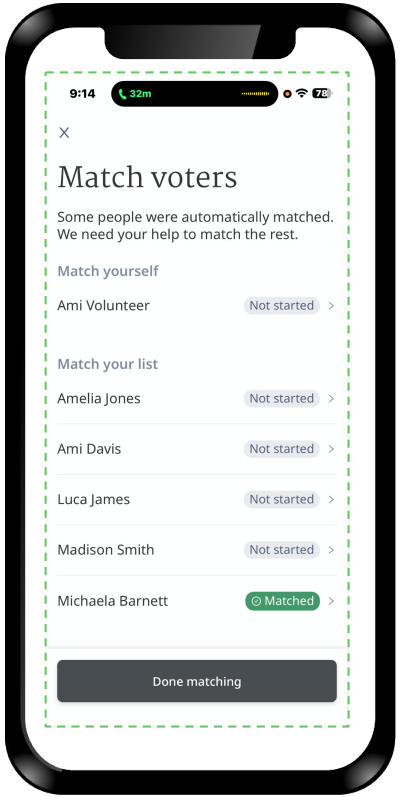


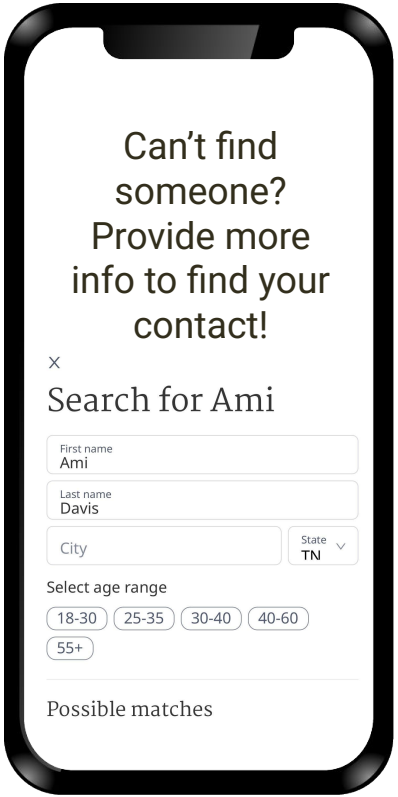
Match contacts to our voter file

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Match your contacts to our voter file!

This helps us keep track of who is supporting Michaela and who we need to focus our outreach efforts towards.





Now that our list is built, it's time to engage!

A Call to Action is the opportunity to engage people 1-1 around a specific, concrete issue



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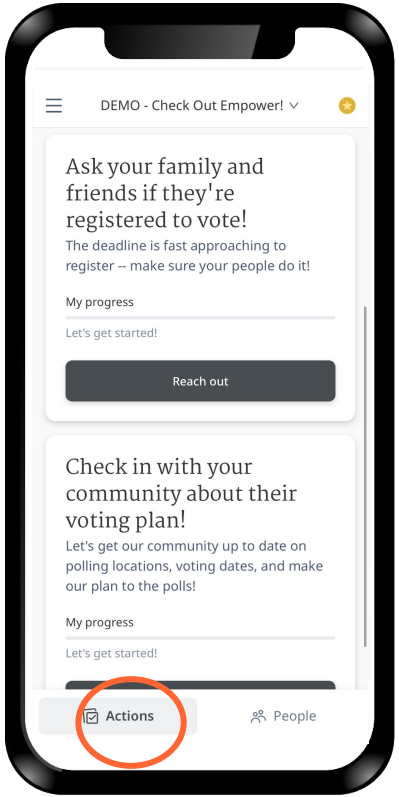
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HOW TO COMPLETE A CTA ON EMPOWER

Getting Started

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There are two tabs for you to switch between. The Actions page, and My Network page. You will start on the **Actions page**, and find the Action you want to engage with.

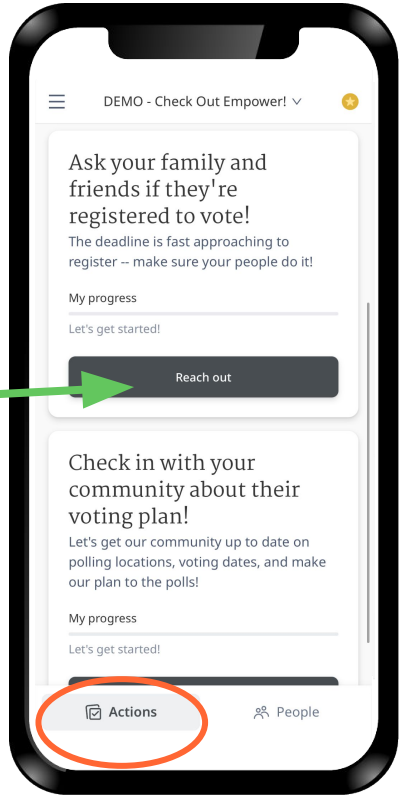


Getting Started

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For this exercise, we will be completing a Relational CTA.

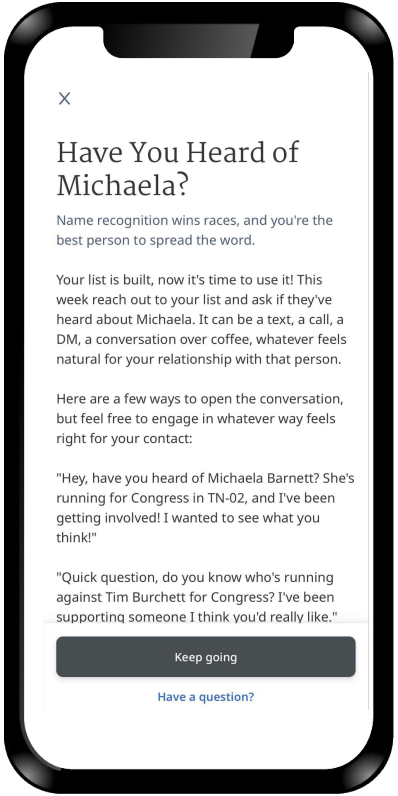
Start by clicking on the “Reach out” button.



Read through the Call to Action!

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This is the time to get familiar with the talking points provided that you can share with your contacts.

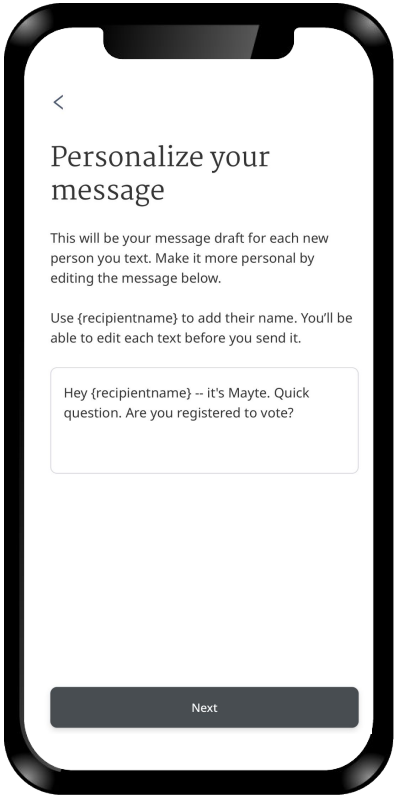


Personalize your message!

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You will be presented with a “Conversation Starter.” This is a pre-drafted text for you to edit and make it sound more authentic to you!

Feel free to use your own version of text to start of the conversation.

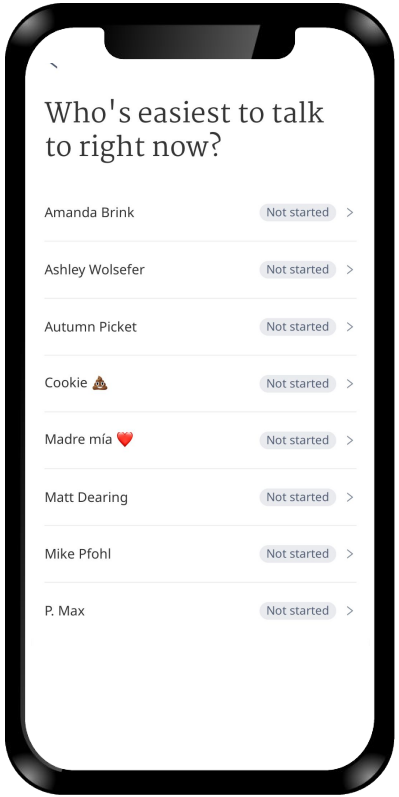


Where Do You Start?

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When you're first starting, it's ok to begin with people you are comfortable and more familiar with.

This will flex your relational muscle, and help you feel more confident for conversations that you will be having with the rest of your list!

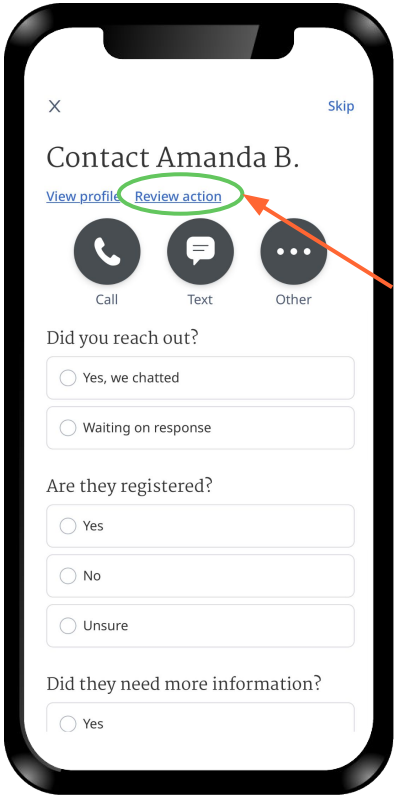


Engage Your Contact

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At this point, you engage in an authentic one-on-one conversation around the **Call to Action**.

You can always **Review action** to get a refresher on your talking points.

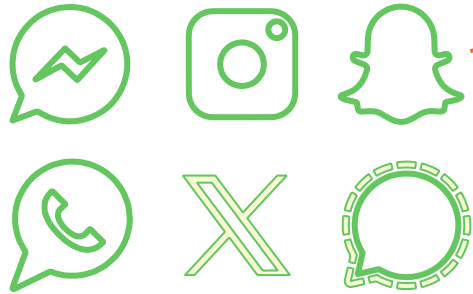


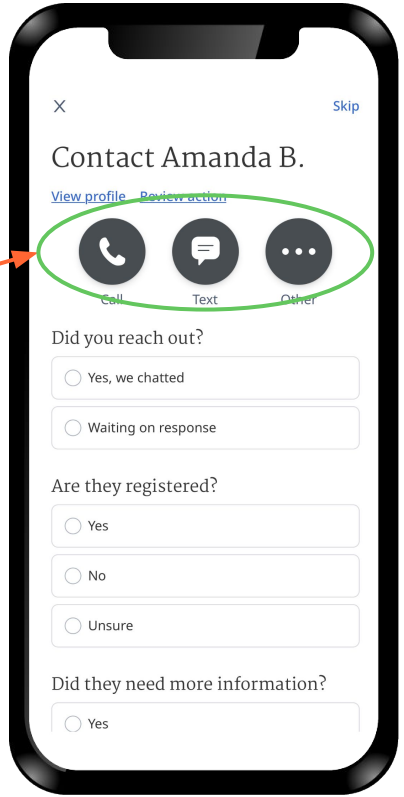
Method of Outreach

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You can reach out using any method to contact this person:

- ➔ Phone Call
- ➔ Text Message
- ➔ Facebook Messenger
- ➔ Instagram
- ➔ Snapchat
- ➔ WhatsApp
- ➔ Signal



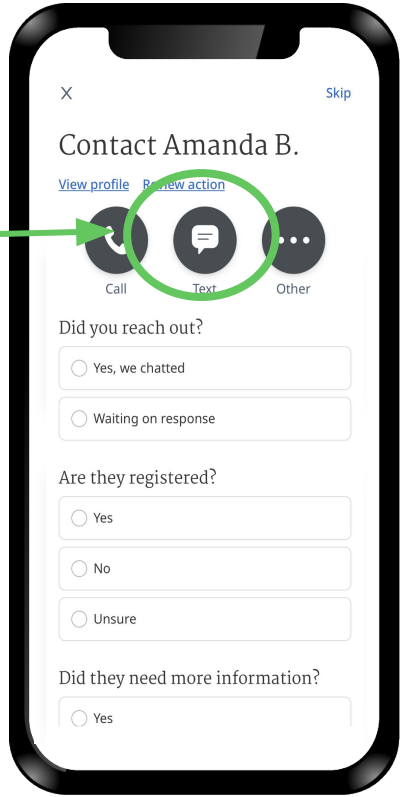


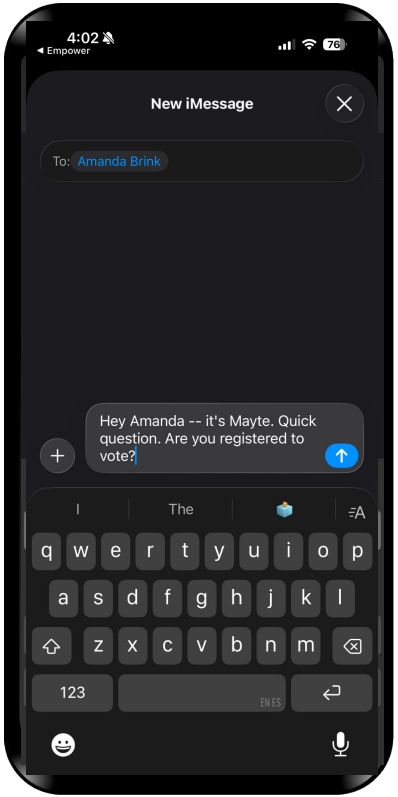
Method of Outreach: Texting

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You can reach out through text by clicking the purple “Text” button to contact this person.

You’ll find that the pre-drafted text has populated in your messaging app. All you have to do is **click send**.



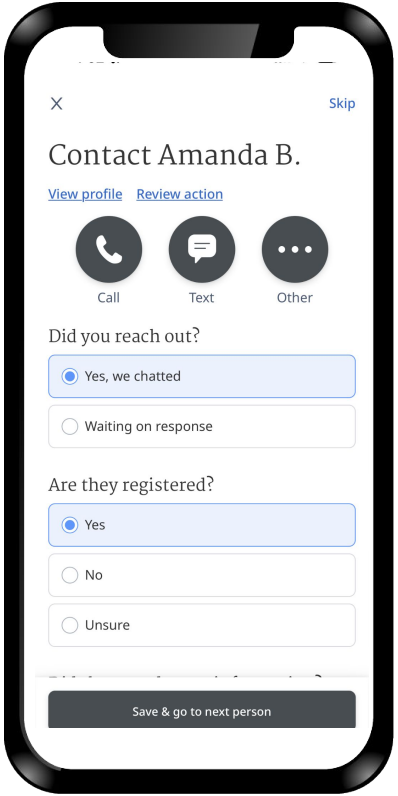


Recording Responses in Empower

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When we learn who is voting for Michaela Barnett, it means we can stop trying to convince them! It also means we'll help them get to the polls during the election.

The second way it helps is that we can focus our persuasion efforts on voters who *haven't yet* decided who they're going to support!

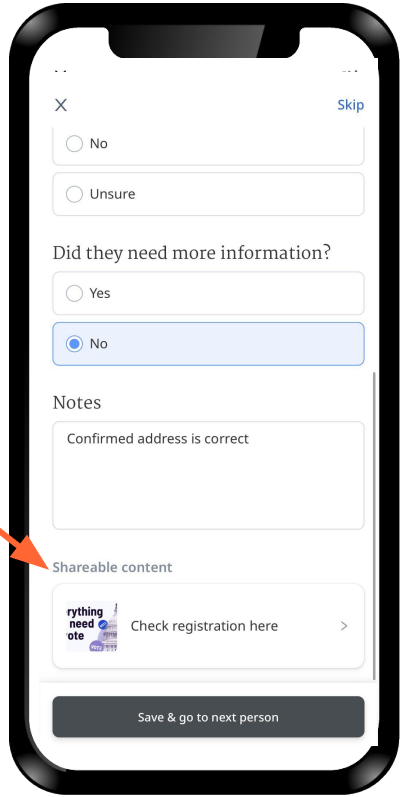


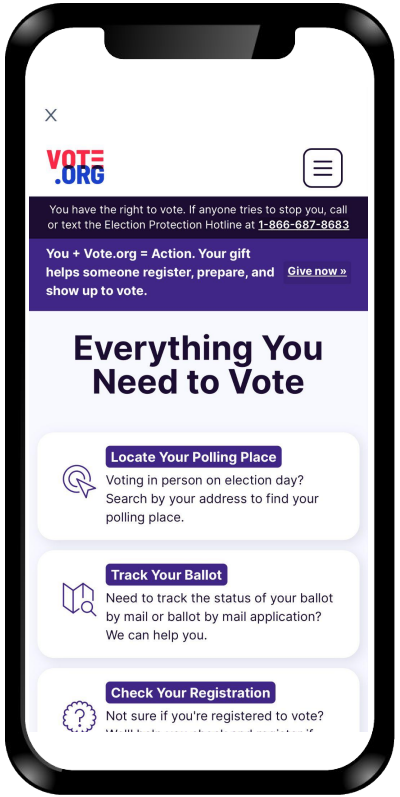
Use the Shareable Content Provided!

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Any resources, like images or links, that are meant to be shared will be available here.

Make sure to check them out before sending them out!

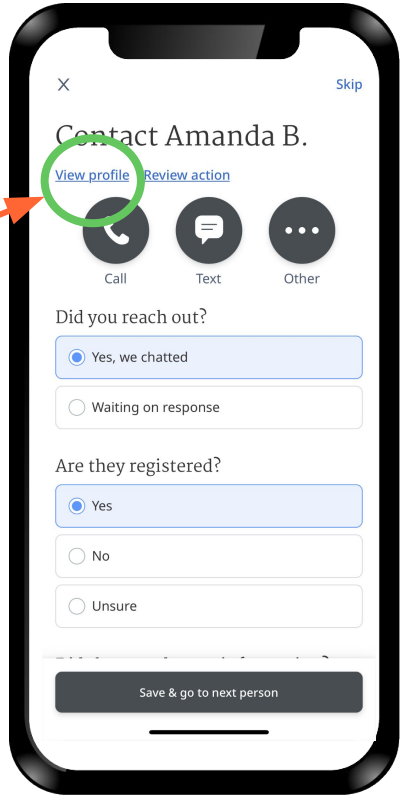


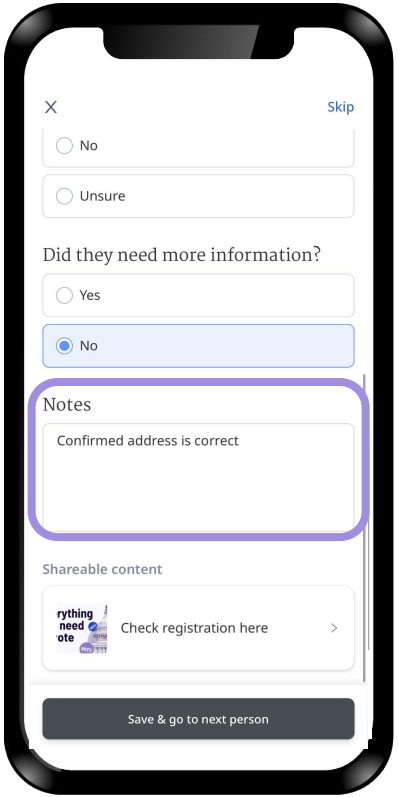


Take notes for anything not captured by the prompts!

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All notes will be compiled under the contact's profile for you to review before your next conversation.





Any questions?

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Reach out to our field department at field@michaelafortennessee.com

Or sign up for our next Camp Cavalry on Mobilize where we'll walk you through the set-up and help you reach out to your first contact: https://www.mobilize.us/michaelafortennessee/event/939847/

