

POLITICAL ACTION FUND (PAF) ORGANIZING 101



10 TIPS FOR A PAF CONVERSATION

1. **Have a clear message:** What is the issue at hand? How will an individual's participation help make a difference and achieve a victory? How do the person's core interests connect with an issue?
2. **Project confidence:** Remember that what you are doing is for a great cause and you're asking people to do a good and important thing that can make their lives better.
3. **Use strong, positive language, and assume support:** Use confident language while displaying excitement and enthusiasm. Do not assume that a "Maybe" or an "I'll think about it" is a "No"—sometimes it takes three soft "No's" to get a "Yes."
4. **Make a direct and specific ask (after you connect, engage, and build a vision):** The most effective ask is clear, concise, and specific. Don't guess how much someone will give; ask for a specific amount, and don't low-ball. If they want to support the movement with a lower amount, they will ask for it. Here is an example: "Are you ready to build power with the Political Action Fund at \$40.00 a month?"
5. **Maintain eye contact:** This is both respectful and helps ensure that you can connect with the person with whom you are speaking.
6. **Control the conversation:** Make it interactive but focused. Ask questions that engage the person and then allow time for them to answer. Ensure to deeply listen to all that is being said and you will most likely pick up on the person's core interests.
7. **70/30 Rule:** An organizer should listening for 70% of the conversation and speak for 30% of the conversation.
8. **Have a strong political conversation:** Give the card and pen to someone once you have made the ask and they say they'd like to be a part of building power via the political action fund. Go over the card and help them fill it out. This tip is to ensure that a deep conversation about the political action fund is had. We must engage membership in a transformational manner and not in a transactional manner.
9. **Stress urgency and opportunity:** Here is an example: "Right now we are fighting to beat back the anti-collective bargaining measure in Ohio. This fight is critical and it affects us all. If we want to strengthen our voices, raise our resources, and build our power, we need you to sign up now. The 1% has never waited to take away our rights, so we can't wait to defend and protect our rights.
10. **Why are you engaged in the fight?** Let the person know how you support the Political Action Fund, the union, and yourself via money and engaging in political activities.
11. **When all else fails, return to the first point that you agree on:** One of the most effective ways to get someone who is reluctant involved is to return to the problem, the opportunity, and urgency to act. For example, if the person doesn't want to leaflet the workplace this week, you can push back by saying: "We have a problem—we agreed on that—and we have a proposed solution, and we agreed on that, too. Congress makes the laws and we need strong people representing us who we support and back. Being disengaged in the fight by not supporting is oppressing ourselves by our own hands. Will you engage in the fight and sign up today?" Then be quiet, wait, and listen.



PAF ORGANIZING HARD TRUTHS

If you believe that you are simply asking someone for money, your organizing will be more difficult than necessary. Remember: you are building power for workers!

- Asking for money is rough because only the elite class has money to simply give away. In the working class, our every dollar counts. We must be clear and ensure that we emphasize that putting our money and time towards changing our social, political, and financial situation is necessary.

If you ask someone verbatim during a PAF conversation, “Can you donate?” your organizing will be more difficult than necessary.

- A “donation” is associated with charity, and joining a political fight monetarily and by engaging in political action is an investment, a power move, and an act of self-determination. A donation is generally a sum of money given to a group to support a cause that is usually associated with a one-time donation ONLY and no further involvement toward the cause. As political activists, we are not interested in donations, we are building a movement of engaged and dedicated working people.

If you remember that you are building people power and building resources for change, then your message will be better received!

- A strong, confident, and honest message is what working people are excited to be a part of. Many people understand that something is wrong and that the system is broken and are ready to be a part of real change. Arming people with an opportunity to participate and fight for their rights can be greatly appreciated and a life-changing experience.

If you remember that you are organizing people and means for the people, your message will more strongly resonate!

- Money is involved in the process of building power because it is a resource for power and change. We must be clear that organized people and organized resources (money) make change possible!

If you remember what happens when working people DO NOT pool their resources together to have a voice in political decision making, you will be victorious!

- Be very clear what happens to working people when we don't engage in politics and social justice. In this ongoing class war in which we exist, not protecting ourselves, organizing, and being engaged in decision making is okaying our oppression. At stake are our families, our communities, and even our lives. Let's be involved!