

Organizing Here!

A Volunteer Guide

Paid for by Jon Ivy for Congress

Jon Ivy
Progressive Republican for Congress

Table of Contents

Introduction	3
Who is this guide for?	3
Do I have to signup in order to volunteer?	3
What are volunteers expected to do?	4
What impact can we have?	4
What to Say and How to Say It	5
Online Resources	5
Jon Ivy's Progressive Platform	5
Getting Votes from Both Republicans and Democrats	6
Talking to Friends and Family	7
Ask Them Questions	7
Facing Arguments	7
Talking to Neighbors and Strangers	8
Attending Community Events	9
Being an Organizer and Community Leader	10
Recruiting More Volunteers	10
Getting People Organized on Local Issues	10
Being a Resource for the Community	10
Running for Office Yourself	11

Introduction

Who is this guide for?

This guide is for people interested in volunteering for Jon Ivy's campaign for Congress in the 7th Congressional District of California. This guide is also for anyone interested in organizing their community, regardless of who they're voting for or where they live.

The 7th Congressional District makes up the eastern parts of Sacramento County, and includes Arden-Arcade, Carmichael, Citrus Heights, Elk Grove, Fair Oaks, Florin, Folsom, Gold River, Herald, La Riviera, Orangevale, Rancho Cordova, Rancho Murieta, Rosemont, Sloughouse, Vineyard, and Wilton.



Do I have to sign up in order to volunteer?

No. Signup isn't needed. But you can send an email to volunteer@jonivy.com with your information, and we'll keep you up to date with everything happening on the campaign.

We also have a facebook group going at <https://facebook.com/groups/jonivy4ca/>.

What are volunteers expected to do?

1. Get to know your neighbors and your community. Talk to people about the issues you care about, and ask them what they care about.
2. Talk to people about registering to vote and checking their voter registration status online at VoteInCalifornia.com or voterstatus.sos.ca.gov.
3. Give out information and answer questions about how to vote. If you don't know the answer, send an email to info@jonivy.com or send a text message or leave a voicemail at (916) 827-0049.
4. Remind people about the upcoming election, talk to them about who you're voting for, including who you think should be President or Mayor. If you want Jon Ivy to be your representative, talk to them about it.
5. Ask people to consider volunteering to organize, just like you.

What impact can we have?

Let's say we start with 10 volunteers and that each volunteer will talk to 50 people per month. That's about 5 hours of effort in a month. If out of those 50 people, an average of two of them decide to also become volunteer organizers, then the results would look like this:

After October 2019 - 10 volunteers - 50 hours of effort - 500 voters reached

After November 2019 - 30 volunteers - 200 hours - 1,500 voters reached

After December 2019 - 90 volunteers - 650 hours - 4,500 voters reached

After January 2020 - 270 volunteers - 2,000 hours - 13,500 voters reached

After February 2020 - 810 volunteers - 6,050 hours - 40,500 voters reached

After March 2020 - 2,430 volunteers - 18,200 hours - 121,500 voters reached

If each of us talks to 50 people per month, and can convince two of them to volunteer as well, then we'll quickly grow our movement to a size that can win elections without the need for millions of dollars in donations.

What to Say and How to Say It

Online Resources

- JonIvy.com - Jon Ivy's main campaign website
- JonIvy.com/bio - information about Jon Ivy and his beliefs
- JonIvy.com/platform - detailed policy views for the campaign
- JonIvy.com/volunteer - information for volunteers (this guide!)
- VoteInCalifornia.com - non-partisan information and voter registration
- VotaCalifornia.com - info and voter registration (in Spanish)

Jon Ivy's Progressive Platform

There are eight main planks to Jon Ivy's platform. They are the essential ideas that the campaign is organized around. Talking about these ideas, and what they mean to you and other people in our district will help us come together on the basic direction we want our country to take.

1. Our economy is rigged and we need to fix it.
2. We need to protect ourselves and our families from climate change.
3. Republicans don't just resist fascism, racism, and Nazism; we defeat those evils wherever they're found.
4. Competition among businesses is essential to a free market.
5. Universal healthcare is a moral imperative.
6. Public education is essential to a working democracy.
7. We must expand opportunities for voting, get money out of politics, and guarantee a right to vote to all Americans.
8. It is our duty to teach good civic engagement to our children.

Not everyone will agree with these basic concepts. But it's important to talk about what they mean, and how these ideas can be used to shape a better experience for millions of Americans.

When you read these planks, you might have an idea in your head of what they mean to you, and what policies fit into these ideals. Jon Ivy has written a detailed platform that expands on his ideas and gives details on what policies he supports, and that can be found at www.JonIvy.com/platform. But, essentially, the big-picture ideals should drive the conversation.

Getting Votes from Both Republicans and Democrats

One of the platform planks specifically refers to "Republicans" fighting the evils of far-right ideologies. This is not meant to exclude Democrats from supporting the platform - rather, Republicans and Democrats should both agree that neither of our two political parties should be welcoming white supremacists. It's not enough for Democrats to say they don't want white nationalists in their party; they need to also want the Republican party to be better than it is. We can have a country where both of our two major parties fight against racism.

Jon Ivy is running as a progressive Republican because he believes that the Republican Party can win elections again in California if it becomes a party of progressive policy. Abraham Lincoln was a progressive Republican. Hiram Johnson was a progressive Republican. While it may be easier for Jon Ivy to run as a Democrat, the idea of forfeiting one of our two major parties to far-right racism is unconscionable. He has a chance to help reform the Republican Party, and so he's going to do everything he can to make the Republican Party better and to make America better.

Both parties suffer from the influence of money in politics. Progressive Democrats in our district should see Jon Ivy for what he is: a progressive that they should support. He's not asking anyone to become a Republican -- he's asking everyone to put country before party, and to vote for the progressive candidate.

Republican voters should be tired of their party losing elections in California. They should want to follow a leader that is telling the truth when he says "Republican Can Win." They just need to stop letting the far-right control their opinions and votes. Progressive leaders should step up and do their jobs, and win elections. That's the ideal that Jon Ivy is fighting for.

Talking to Friends and Family

Ask Them Questions

Think of this campaign as a chance to talk to your friends and family about topics they might not normally talk about. Most people don't care about politics; don't follow the news; and aren't interested in arguing. But try asking your friends and family questions personal questions like:

1. How do you feel about America and how your life is going?
2. What do you think we could do differently at your job?
3. Have you heard any news lately that made you really happy or really sad?

You can also ask them bigger questions that most people don't think about but that everyone might have an opinion on, like:

1. Do you think war is a good thing for a country to do?
2. If you were in charge of the criminal law, what things would you make illegal?
3. If you had a billion dollars, what would you do?

Questions like these might not seem at first glance to be relevant to a campaign for Congress, but deep conversations are important to improving our democracy overall. Ideally, we want more people thinking about big and small issues, talking to each other about them, and working out the best ideas.

Jon's campaign is about finding the best ideas and getting everyone on board with implementing them. The more conversations we have, the closer to that goal we'll be.

Facing Arguments

We don't always agree with our friends or family when it comes to politics. Conversations with friends and family can sometimes look like arguments. And sometimes we find out how much people can disagree with each other based on how passionately they argue.

It's sometimes easier to have those tough political conversations when you have a purpose in mind. Here, we recommend having the following in mind as you begin to talk to friends and family about your political beliefs and ideas:

1. Talking about how you think and feel about an important subject doesn't have to be a contest over who is right.

The number one priority should be on having the conversation - of placing importance on everyone's opinions. If something is important to you, tell you friends and family about it. Tell them that if they disagree, they should try to convince you that you're wrong. Be willing to listen to them. And tell them that you want the same opportunity to convince them. It doesn't matter **who** is right; it does matter that you get closer to agreeing on **what** is right.

2. Get angry. Apologize for getting angry. Get angry again.

Don't be afraid of emotion. Don't over-react to someone else's emotions. Make jokes. You might get angry and yell at each other, and then say "I'm sorry for yelling. I can't believe how worked up we are over this, but I think we should keep talking."

3. Meet them where they are.

The path to convincing people to think like you is not short, easy, or simple. Sometimes you have to stand next to them and hold hands down the path. Try to believe what they believe and work from there.

Talking to Neighbors and Strangers

Use this campaign as an excuse to meet your neighbors. You can knock on your neighbor's door, and say "Hi, I'm your neighbor from down the street, I don't think we've met, but I'm going around to talk to people about the Jon Ivy for Congress campaign and to meet my neighbors. Do you have a couple minutes, can I come in with you to talk a bit?"

In the same way we talk to our friends and family, we can ask the same questions and have the same conversations with strangers. Unlike with friends or family, we have to be careful to be even more polite and more accommodating of different opinions. We have to be more careful about emotion, but we should still value emotion and make space for it.

Your goal here should be to make a friend. They don't need to vote for Jon Ivy. They don't need to be interested in politics. Just make a friend. Give them your phone number, add them on facebook, tell them you'll invite them to the next block party.

We need neighbors to know each other, to talk to each other, and when push-comes-to-shove, we need them to get organized together. We can accomplish a lot with our neighbors that we can't accomplish on our own.

Find out who they are and what they care about. If they want to talk politics, talk politics. If they want to talk baseball, talk baseball. If the only time you mention Jon Ivy is when you knocked on the door, that's fine. The important thing is that we build a community of people who know each other and can work together.

If they're interested in the campaign, then talk to them about it. You don't have to have all of the answers to their questions. "You know I'm not sure how Jon feels about the gas tax. Here's what I think of it, ... But we can also email/text Jon Ivy's campaign office to see what he thinks."

If they like what you're doing, and seem interested in this idea of meeting their neighbors or talking to other people, try giving them a copy of this guide. You can pull it up online at jonivy.com/volunteer or print it out to hand to them.

If you're knocking on doors, ask the person you're talking to if they have 20 minutes and want to walk with you to meet more neighbors. Nothing is cooler than an ever-growing group of people walking down the street knocking on doors to meet their neighbors.

Attending Community Events

Your city, town, and community all host events all the time. They have picnics in the park, concerts at the pub, art shows, car shows, karaoke nights, etc. You can use this campaign as an excuse to join in on the fun.

Before you belt out that karaoke song or when your bartender asks you "How's it going?" take the opportunity to talk to them about Jon Ivy for Congress - his platform - and the organizing that you're doing.

"Hey, is your voter registration up to date?" is a question you can ask any of the people you see at an event. If they say they're not sure, you can pull out your phone and show them "VoteInCalifornia.com." And you can help them verify that their registration is current. You could do all of this without even mentioning the Jon Ivy campaign, but you can also use it as a chance to talk about the politics you care about.

Connecting with people comes first; then we can convince them to vote for the policies and leaders that represent their interests.

Being an Organizer and Community Leader

Recruiting More Volunteers

Convincing other people to volunteer and organize is the most powerful tool we have. We can grow our political power exponentially if we build a network of organizers. And right now, there are a lot of people out there who would enjoy doing this kind of work, but just haven't talked to you, yet.

You have the ability to lead people and to turn them into leaders. You can talk to them about your experience, give them materials like this guide or links to JonIvy.com, and you can ask them for their help.

Getting People Organized on Local Issues

Through all this communicating and building that you're doing, you'll meet people and get to know them and the things they care about. With a network of contacts, you'll be able to get people informed and motivated about local issues. Maybe your neighborhood needs a new stop sign or some potholes filled in. Maybe your zoning regulations are out-of-date. Maybe you'd like to attract a new restaurant to the vacant lot on the corner.

By asking people for their ideas and sharing those ideas with other people, you can find a lot of power to make things happen for your community. Change in our country, either big or small, comes from the bottom up.

Being a Resource for the Community

Especially if you've made it all the way through this guide, you've proven yourself to be someone who cares about their community and has the drive to understand important issues. One of the most valuable things you can do with yourself is to provide that caring and drive to your friends and neighbors. You can keep them up-to-date on what's happening in the world. You can respond to questions they have. You can help coordinate responses to emergencies or personal crisis.

The more people look to you to help spread messages and find solutions, the more power you will all have to help your community. That's the goal of organizing in this way. It's not about one campaign. It's about a movement.

Running for Office Yourself

This guide is not copyrighted. None of the information in it is secret. Take what you learn here and use it to make your community, your city, your state, and your country a better place.

If you feel like you could contribute as an elected official, then start making a plan, start getting support, and start running for office. It's never too early to get started campaigning.

Even while volunteering for Jon Ivy's 2020 campaign, you can start gathering support for yourself. You can make sure people in your community and circle of friends see you as a leader, as an organizer, and as someone they trust to win an election.