



Activist Training Series

August 21, 2020

Presented by

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What to expect from this training

- Community building
- Intro to the Yes on Prop 17 campaign
- Topline messages
 - **Featured topic:** The personal impact of Prop 17 with John Windham
- Ways to support the campaign
 - **Featured action:** How to create your own fundraiser to become a Fundraising Captain and become a Social Media Ambassador
- Resources
- Q&A + next steps

Building Community

Community Agreements

- Person-centered language
- Make space/take space (aka, step up/step back)
- One mic
- Mindful listening
- Assume best intentions

Breakout Pods

- **Questions:**
 - Name, org, pronouns, city
 - What brought you to this training today?
 - What does parole disenfranchisement mean to you?
- **5 minutes**

Getting to know Prop 17...



Intro to Yes on Prop 17: What is it?

- On the November 3rd California statewide ballot
- Restores voting rights to Californians immediately upon release from prison
- Amends state constitution to eliminate disenfranchisement for people on parole
- Formerly known as “ACA 6”
- Prop 17 *does not*:
 - Affect voting rights of people in prison or affect any criminal sentencing laws
 - Affect states other than California

Intro to Yes on Prop 17: Who is behind it?

FREE =
THE VOTE

is now...

YES =
ON 17

FREE THE VOTE

Intro to Yes on Prop 17: Who is behind it?



ACLU CA



Anti-Recidivism
Coalition



Brennan Center for
Justice



Initiate Justice

Check out our endorsers - and join us - at YesOn17.vote!



League of Women
Voters CA



Mi Familia Vota



Vote Allies



White People 4 Black
Lives



Why is Prop 17 important...

Yes on Prop 17: **Topline Messages**

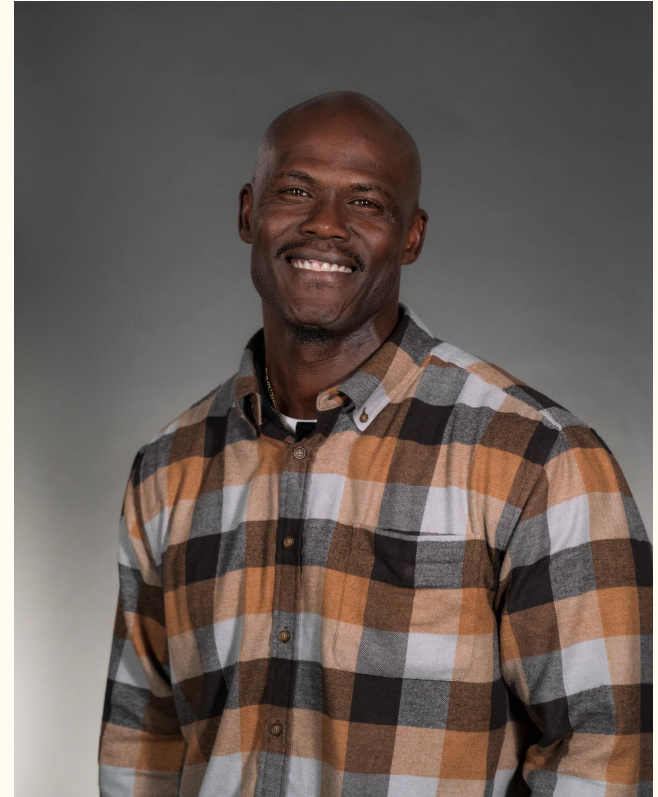
Prop 17 will:

- **Allow 50,000 Californians who are returning home from prison reintegrate into society after they've finished their prison term by restoring their right their vote**
- **Help combat voter suppression among Black and Brown communities, who are over-policed and subject to systemic inequalities within our criminal legal system**
- **Make our communities safer as voting and civic engagement reduce the likelihood that people will be rearrested**
- **Give Californians on parole - who are working, raising families, and paying taxes - a say in the policies and representatives who affect their lives**
- **Make democracy fairer, more inclusive, and in line with other progressive states**

The Personal Impact of Prop 17

John Windham

- Incarcerated for 30 years
- On parole for the last 18 months
- Motivational speaker and consultant with Uncommon Law
- John has never had the opportunity to vote. However, he says, “My people fought and died for my right to vote. I want to uphold that which they fought so courageously for. I must carry on the torch of change and justice.”



Ways to support Prop 17...



Ways to support Prop 17

- Check your voter registration status today!
 - voterstatus.sos.ca.gov
- Donate to the Yes on 17 campaign
- Become a Yes on 17 Fundraising Captain
- Become a Yes on 17 Social Media Ambassador
- Get your agency or community group to endorse Yes on Prop 17
- Ask 5 friends to join our email list
- Follow us on social media
- Ask another activist to join you at our next training - Fri, 9/4, 1pm

Fundraising for Yes on 17

- **Why do we need to fundraise for Yes on 17?**
- Fundraising so far:
 - Have raised funds mostly through donations from organizations who endorse Prop 17
 - Raised almost \$4,500 at Monday's kickoff event!
- **How to donate:**
 - Visit YesOn17.vote and click the "DONATE" button
- **How can activists get more involved in fundraising?**
 - New action starting this week: Become a Fundraising Captain!



Yes on 17 Fundraising Captain Program

What: A fundraising program that activates our people power to raise money for Yes on 17. Fundraising Captains will create and run their own fundraiser(s) to get donations from their personal networks.

When: Now until November 3rd! We recommend picking a 1-2 week timeframe so that you have a deadline and can create urgency with your donors. You can always do more than 1!

Who: Anyone can become a Fundraising Captain! If you are committed to the values of Prop 17 and are willing to ask others to support it, join this effort!

Goal: \$17,000 for Prop 17! We got this!!

How to become a Fundraising Captain

1. Sign up on our website under the **Take Action** page
2. Figure out the details of your fundraiser
 - Ideas: **Virtual dance party; virtual game night; lead a tutorial in a skill you have (eg. yoga)**
 - Can we think of other examples? *Drop in the chat-box!*
3. Make a list of people you want to engage & think about the best way to reach them
 - Your co-workers, neighbors, family, friends, etc.
4. Have a conversation with the Yes on 17 team about your fundraiser (will reach out to you)
5. **Fundraise!!**
 - During your fundraiser **reach out to people as many ways as possible**: via email, phone/text, and social media
 - Send reminders and follow up with people who haven't responded to you

Be creative and have fun with it!

Prop 17 Social Media Ambassadors

What: A social media campaign to create awareness about restoring voting rights for 50,000 people coming home from prison in CA.

When: From now until November 3rd!

- You can start right now by sharing our content on social media: tinyurl.com/Prop17social

Who: Anyone can sign up to be a social media ambassador!

How: Sign up through our website on the [Take Action](#) page/[Join the Movement](#) button

- **We:** Provide talking points and social media content
- **You:** Post weekly content on your accounts about Yes on 17 and/or share official posts from Yes on 17 social media accounts
- This can be combined with the fundraising campaign or done separately

Yes on Prop 17: Resources

- Website: YesOn17.vote
 - Social media:
 - FB/IG: @YesOnProp17
 - TW: @FreeTheVoteCA
 - [Take Action](#) page is your one-stop shop!
- Next activist training: [Fri. 9/4, 1pm](#)
- Contact us: info@yeson17.vote; media@yeson17.vote

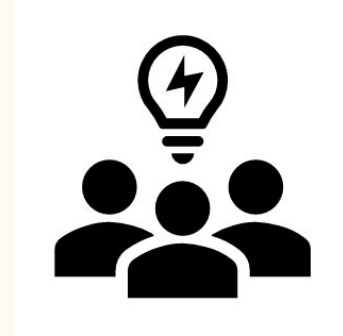
Questions?

Please put your questions in the chat-box!



Turning training into action!

- Breakout Pods (5 min):
 - What's one thing you learned today?
 - How will you implement what you learned here?
 - After: share your commitment to action in chat box



Thank you!

- Check out our website: **YesOn17.vote**
- Join us for our next training on **Fri, 9/4, at 1pm**
 - Bring a friend!