

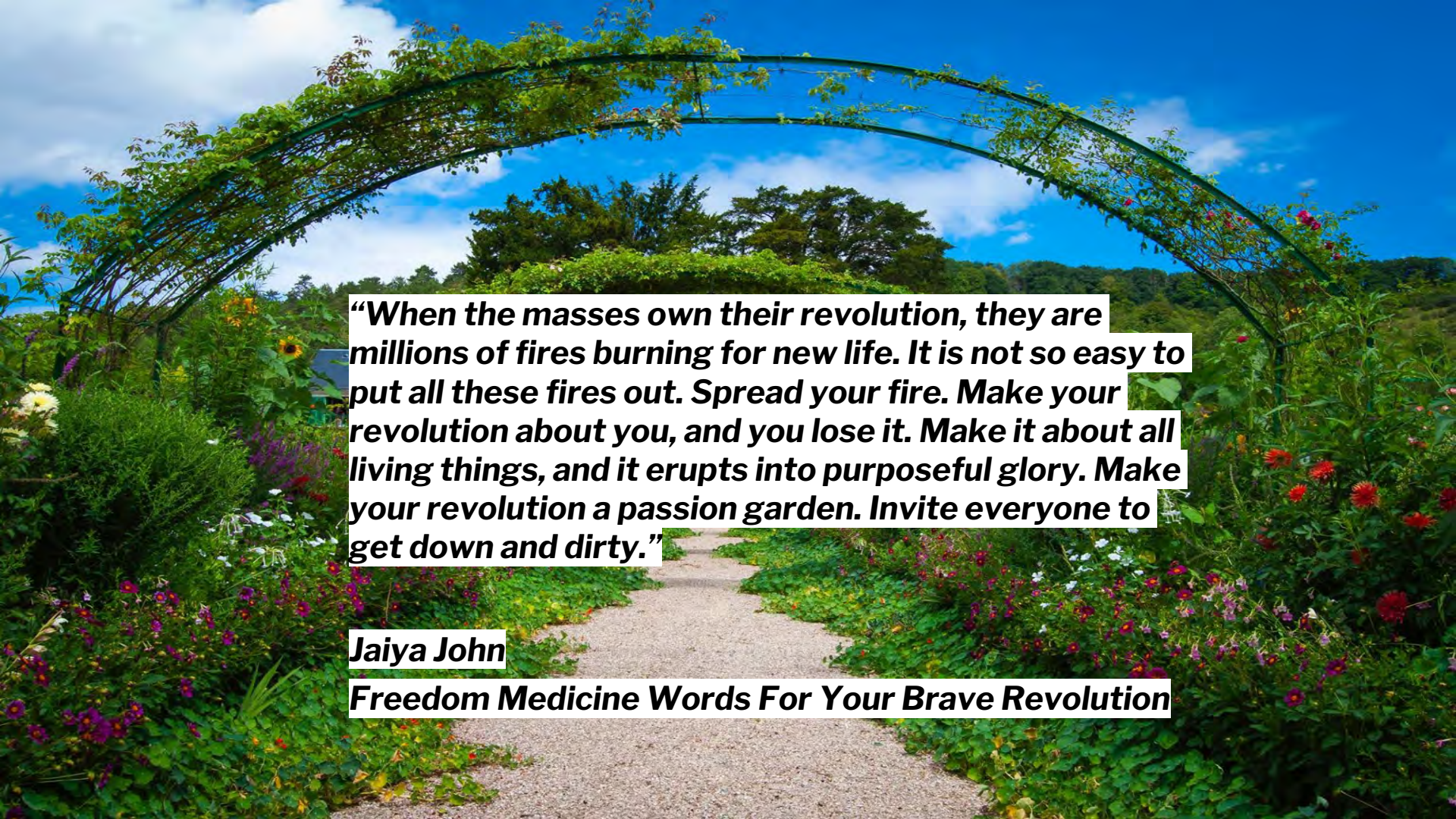
Children's Funding Institute 2023

Field Organizing 101

October 4, 2:00-3:00 PM ET



- Slides will be available at childrensfundingproject.org/cfi2023
- For this session, please do not take pictures, tag participants, or share presenter quotes without asking permission from the session speakers.
- For this session, please use the hashtag #ChildrensFundingInstitute when posting about it on social media.



“When the masses own their revolution, they are millions of fires burning for new life. It is not so easy to put all these fires out. Spread your fire. Make your revolution about you, and you lose it. Make it about all living things, and it erupts into purposeful glory. Make your revolution a passion garden. Invite everyone to get down and dirty.”

Jaiya John

Freedom Medicine Words For Your Brave Revolution

INTRODUCTIONS!



Tami Lunan (SHE/Hers)
Care Economy Organizing Director
Ohio Organizing Collaborative

About Us



The logo for Policy Matters Ohio features the words 'Policy Matters Ohio' in a blue, sans-serif font. The text is set against a background of a green outline of the state of Ohio.



CEO

THE CARE ECONOMY ORGANIZING PROJECT



WHO WE ARE

The CEO Project organizes family child care providers, early childhood educators, parents, and teachers to take collective action on issues impacting the care economy in Ohio.

The CEO Project is fighting for fully-funded economic investments in the State of Ohio that transform the lives of families, children, and early childhood educators. We are united in our belief that no matter what zip code you live in, children deserve access to high-quality early education and those that render this invaluable care deserve wages that allow them to thrive. By building the leadership of Black women and women of color who are directly impacted by the care economy, we believe that these women can build enough collective power to transform Ohio.

CEO

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Photo credit: Sushnil Nash on Unsplash

HOW WE WORK

We are guided by partnership, collaboration, and cooperation. Our areas of work include:

- Centering the Voice of Impacted People
- Building Trust
- Narrative change
- Grassroots Relationships

Who Do We Organize & Why?

- ★ Our Theory of Change is rooted in the belief that through organizing powerful member led organizations of young people, working people, and communities of color we can build enough power to govern Ohio.

■ WHY????



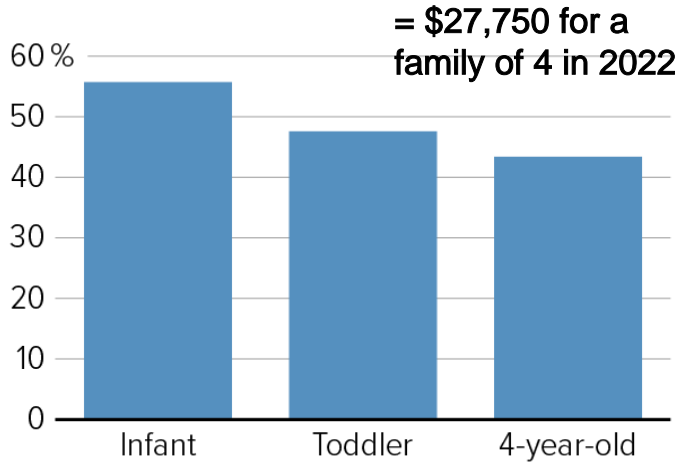


43.5 million unpaid family caregivers struggle with impossible choices

- **1 in 3 Americans** are active caregivers & this number continues to grow!

Center-Based Child Care Is Unaffordable for Low-Income Families

Cost of care as share of income for family of three with income at 100% of poverty line



Note: All figures are for 2019. Child care costs were \$11,896, \$10,158, and \$9,254, for infant, toddler, and 4-year-old care, respectively. The poverty line for a family of three was \$21,330. Child care costs were calculated by weighting state-level average child care cost by the number of programs by type reported by each state.

Source: 2019 Department of Health and Human Services Poverty Guidelines; Child Care Aware, “The US and the High Price of Child Care,” 2019

- In 2017, annual child care costs for an infant in center-based care ranged from an average of \$5,307 in Mississippi to \$23,666 in the District of Columbia
 - In 28 states and the District of Columbia, **center-based infant care costs more annually than in -state tuition at a public university**



**60% of Rural
Communities
in America
have little to no
access to
licensed child
care**

**Black parents are more likely to experience
job disruptions related to child care**



While women of color represent only 20% of the American population, they comprise **40% of the roughly 1.5 million child care workers** in the United States.



15% of child care workers live below the artificially low “official” poverty line , more than double the rate of other industries

- 85% do not have health insurance



How child care providers are being mobilized in Ohio?

- 1:1 Organizing Conversations
- Listening Campaigns & Surveys
- Regional Core Team and Leadership Development
- Trainings
 - CEO Project Childcare Ambassador Training
 - Lobby Training
 - Weeklong Training
 - Childcare Bootcamp Training
 - Media Training & Opportunities to Share their stories



MAJOR THEMES

The history undervalues our work - and yet, the system would crumble without it

No trust in the system to support us

The barriers and exclusion - Forced us to be more resilient as a people

The overwhelming impacts on our family

The true meaning and purpose of the term welfare queen

This history shows they did everything to hold us back

Shame when asking for help - for support

The industry that should support us - suppresses us

This system does not value us

We are on valuable when we are useful

This impacts our children and future generations

We've known black women are the holders of all the answers

The system makes it harder for us to receive **benefits**

Fabricated narratives - used them as weapons to break up our power

The system does not value because it has no values

We have to be everything, for everyone, all at once, always

Our strength and power exists when we are together

Modern day slavery - child care and care taking is a "Woman's Responsibility"

Stories of self are negative in our communities - great deal of shame

Funding/resources were created for us, by us - but now, they don't represent us

We are stressed and upset by this history



How child care providers are being mobilized in Ohio?

- **Media Strategy**
 - Concentrated effort to reach every major news publication in the state of Ohio
 - Sought out opportunities for leaders to weigh in on National Media requests
- **Digital Ads**
 - Using Facebook and Instagram for Base Building Practices



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KEY HIGHLIGHTS for OOC

Recent victories were hard fought by Child Care workers and advocates!

- 2016 The Cincinnati Preschool Promise
- 2017- 2018 fought to protect the ACA, SNAP and Medicaid
- 2020 fought for stimulus and UI payments, helped providers access resources during the pandemic, Cincinnati Preschool Promise renewal
- 2021 childcare statewide lobby day, digital organizing, protected childcare from being cut in the state budget
- 2021 American Rescue Plan: \$40 B for child care, \$1B for Head Start, \$24B Child Care Stabilization grants, \$15B in CCDBG, enhancements to Child Tax Credit (CTC) and Earned Income Tax Credit (EITC).
 - The Peoples Budget - expanded childcare subsidies, extended postpartum care and treatment under Medicaid.
 - Launched our State of Black Childcare Calls



KEY HIGHLIGHTS

2022 Caring Economy Organizing (CEO)

- Helped to Elect incoming Congressman Greg Landsman, a childcare champion
- National narrative on childcare and early childhood education
- Released our memo to Intel on Chip Funding
- Won Medicaid Coverage for Birth Doulas



1st Childcare Advanced Leadership
Bootcamp

Questions

Tami Lunan

tamara@ohorganizing.org

513-238-2240





Sac Kids First



Sac Kids First

Mobilizing for Measure L

Scan Here to Volunteer:
or visit: bit.ly/Volunteer4YesOnL



Canvassing

- 10/22: AES @ Youth Forward
- 10/23: Youth Forward
- 10/29: HIP + Councilmember Mai Vang
- 10/30: Youth Forward
- 11/5: Youth Forward
- 11/6: BBQ & GOTV w/ Sacramento Fire

Phone Banking

- Tuesday, 10/25: 5 - 7pm
- Wednesday, 10/26: 5 - 7pm
- Tuesday, 11/1: 5 - 7pm
- Thursday, 11/3: 5 - 7pm

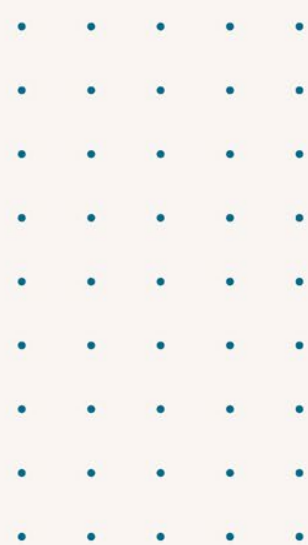
Election Day

- Tuesday, 11/8
- 4p - Lit Drop & GOTV
- 6:30p - Doors Open for Watch Party

HMONG
INNOVATING
POLITICS



**SHOUT OUT TO OUR SKF PARTNER
ORGANIZATION HMONG INNOVATING
POLITICS!**



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Keep Sacramento Kids Healthy, Housed, and Safe Without Raising Taxes

On July 19th, the Mayor and City Council voted to place Measure L, the Children and Youth Health and Safety Act on the November 8th ballot.

If approved by City of Sacramento voters, Measure L will increase accountability in Sacramento government by requiring a portion of the existing city Cannabis Tax be used to:

- Help youth in the foster care system transition to independence
- Support vulnerable students and kids, like those experiencing homelessness, foster children, and low-income students
- Provide mental health counseling for children and youth
- Provide job training or continuing education programs for 18-24-year-olds
- Improve programs that reduce youth crime, drug use and gang violence
- Expand early substance abuse prevention and intervention programs to keep children safe

Measure L will generate roughly \$10 million in guaranteed funding for children and youth services like these, all without raising the taxes you currently pay.

Measure L is accountable: Citizen oversight will ensure that Measure L funds are used effectively, efficiently, and as promised, and any organizations that receive funds will be subject to performance and financial audits by the city.



For more information, to volunteer or donate, visit YesOnSacKids.com



Our Space, Our Practices

- Listening to our bodies when we need a break - water break, snack break, bio break etc
- Learning to pause and reflect and be honest, take time to slow down
 - Taking an emotional breather (ie. if getting a “no” while canvassing)
- Create a culture of forgiveness and willing to make mistakes, keep going, experimentation and learning as we go through it
- See something, say something (for us to hold one another accountable)
 - Stay connected, make sure to have phone numbers and communicate as needed
- We don't have to be political experts but we are the experts of our experiences...so don't feel you have to know everything to point people in the right direction



Canvassing Do's and Don'ts

- When approaching a community member, always introduce yourself and verify that you are talking to the actual person on PDI.
- If any issues arises, please communicate with the SKF Team.
- Although we are using a script, it should be reference as talking points. Keep it conversational and have fun with it!
- When canvassing, always remain in sight of your teammate or group.

- It's okay not to know all the answers. If you don't know the answer, it's okay to say "I don't know".
- We want to protect your energy so please don't argue with community members, we're here to inform and collect information not have a debate!
- Community members that you speak to may be having a rough day, so don't take things too personally.
- If there are literature pieces that needs to be passed out, don't open their mailboxes and put it there. It's illegal.



Important Canvassing Tips

- ✓ Smile and be courteous to the voters you talk to. **DO NOT** argue with any voters, if they disagree with you, thank them for their time and move on.
- ✓ **DO NOT** read directly off the script, use it as a guide, but make your pitch in your own words. You want to sound conversational and sincere.
- ✓ Stay on message and be concise. You don't want to spend too much time at each door.
- ✓ Relax and try not to be nervous, you'll find that most voters are happy to talk to you about their concerns and views.
- ✓ Take detailed notes on any conversation you have with a voter. Remember: if you don't write it down, it didn't happen! Pay special attention to any issues the voter says will determine their vote.
- ✓ Don't forget to ask who the voter is supporting in the election! If they are supporting Measure L, ask them if their support is strong or leaning.
- ✓ If you have a canvassing partner, make sure you know where he or she is at all times. Be sure to exchange cell phone numbers before you begin canvassing.
- ✓ **NEVER** put any campaign literature in or on a mailbox! This is a violation of federal law. If there is nobody home, leave the lit piece in the doorway or on the door handle.
- ✓ Mind your safety. If you come to a house that you feel uncomfortable approaching, just skip it, better to be safe than sorry. Watch out for dogs!
- ✓ **DO NOT** lie to a voter! If you're asked a question and you don't know the answer, don't make one up. Write down the question and the campaign will get back to the voter later with a response.
- ✓ Always have contact phone #'s info for field staff:
Field Director Dao Vang: 559-269-8486
Field Director Jonathan Tran: 626-278-4951

Paid for by Yes on Measure L Sac Kids 2022 Vang Ballot Measure Committee. FPPC ID# 1450785. Computer Generated and Labor Donated.



Common Canvas Scenarios





*You approach
a house with
a gate*





You walk up to a house and there's a sign that says "NO SOLICITORS!"





The person who
opened the
door is not the
person who is
on your list



Someone opens the door & they have a phone to their ear, they're holding a baby, and there's dinner cooking on the stove!!!



The person
you're talking
with seems
very sick



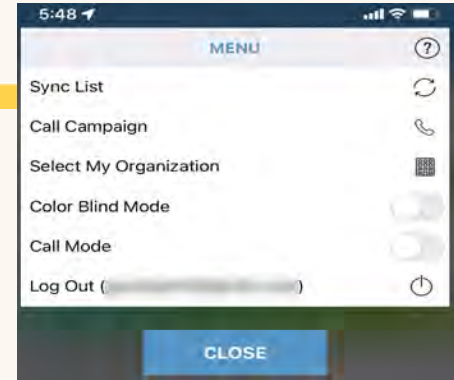
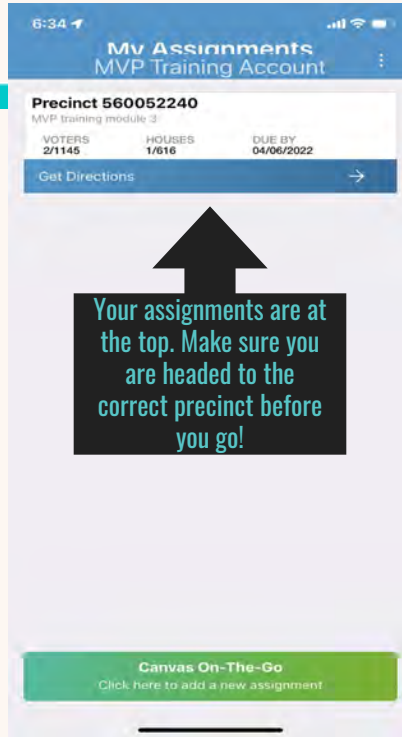


**SLAYING
THE BEAST:
THE
SCRIPT**



PDI Mobile Connect

ASSIGNED PRECINCTS

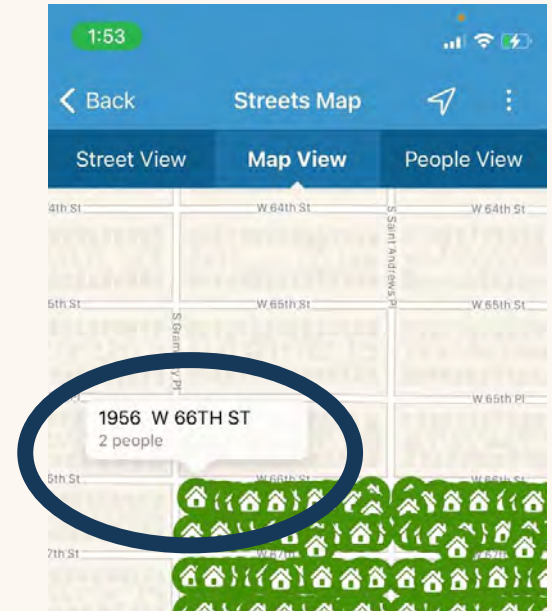
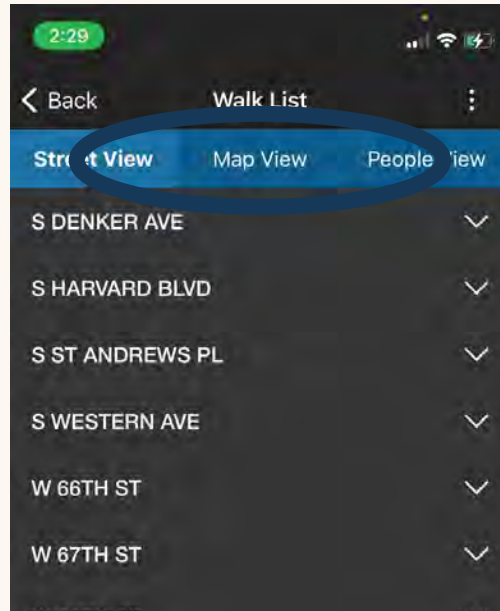
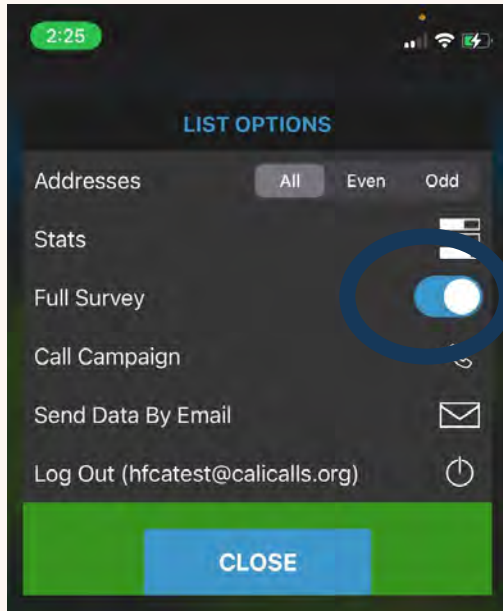


USING PDI MOBILE

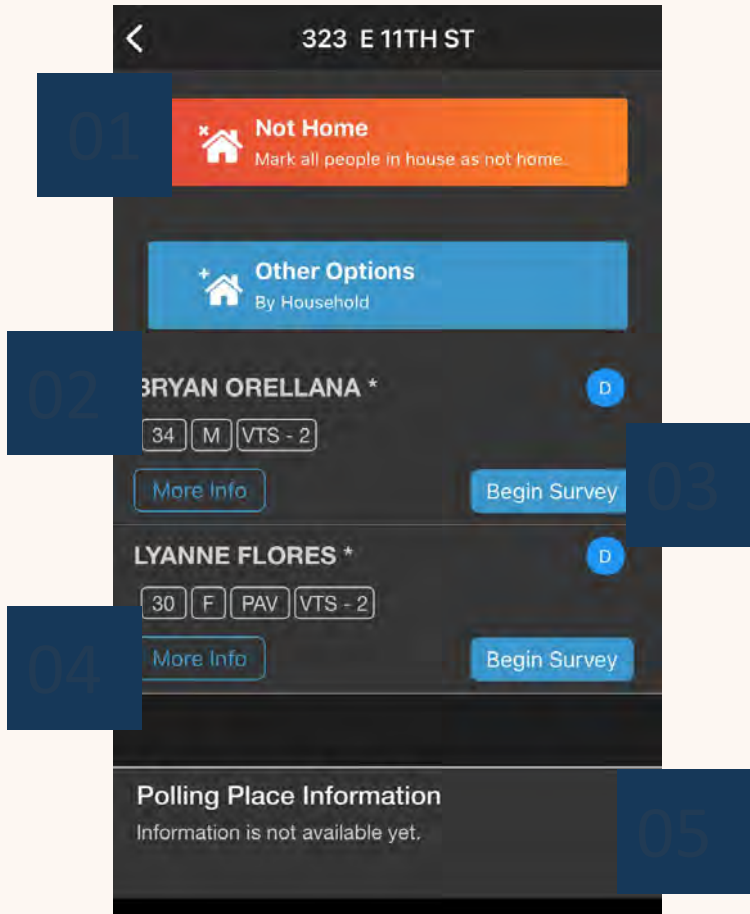
Step 3: Click on the three dots on the upper right hand corner to turn on Full Survey mode

Step 4: Click on Map View

Step 5: Select a house and tap on the white banner

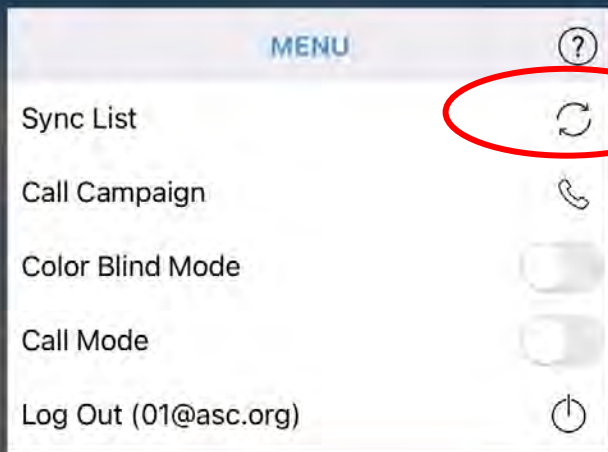


USING PDI MOBILE



1. Select "Not Home" if voter is unavailable
2. Demographic information about the voter. There may be multiple individuals in the same household.
3. Select "Begin Survey" if voter is available
4. Select "More info" to capture the voter's email address and phone number to do follow-up. This is CRITICAL! Don't forget this step.
5. As we get closer to the election, a polling location address may be provided. However, all voters should have a mail in ballot!

***Sync list at
the end of
every shift***



CLOSE



Thanks

Next Session: Breakout Session #2 - 3:30-4:20pm

- **Last Vote to First Dollar**
 - La Villita Room
- **Campaign Fundraising**
 - Gregory Luna Room
- **Managing Opposition**
 - Riverwalk Room
- **Political Alignment and Voter Contact/Messaging**
 - Aula Room

CHILDREN'S 
FUNDING PROJECT

