

P & P = Success

Background

Success in politics is based on two things-**Power and Persuasion**. Both are interrelated. Both are connected to past, current, and future relationships. Volunteers need to understand this framework so they can be successful during canvassing, phone banks, texts, and posts.

Question: How do you get a positive response to a request? Answer: Use effective persuasion techniques.

Power is a person's potential influence over others. Because power is the potential to influence, you do not actually have to use hard power to influence others. (DeFalco, 2009)

Power

Definition: Power is the ability to influence or control the behavior of people. There are two types of power:

- Soft (Persuasion)
- Hard (Military or Economic)

Business students study power in college and receive credit. Do liberal arts students study this? See page 3 for types of power.

New Perspective

Power is the ability to tell others:

- A. What the issues are!
- B. What the issues mean!
- C. Who the good and bad guys are!

Note: Volunteers have a choice. The choice is to act or not to act. When you choose to not to act, you **give up your** power to those **who act**. Canvassing, phone banks, texts, letters to government officials and messages on media-social, TV, and radio are acts of power. They are opportunities to use your power. When you act, you have the potential to be persuasive. ***The act of persuasion is powerful!***

Persuasion

Political campaigns are built on three types of relationships. People give a preference to the strongest type of relationship. Influence comes from well nurtured relationships. The types are:

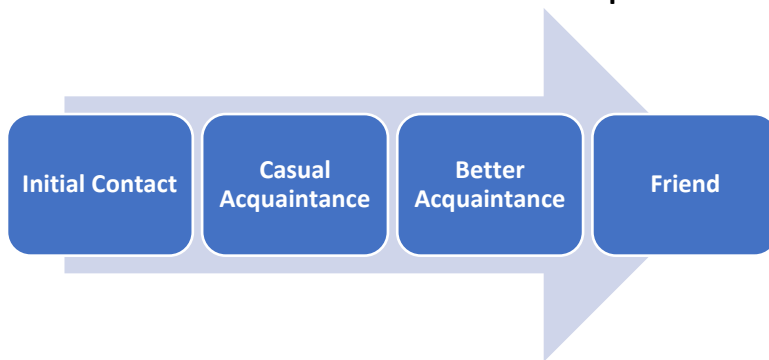
Relationship Type	Level of Strength	Strength, Trust, Probability
Stranger to Stranger	Weakest	Weakest relationship, little or no trust, low probability of persuasion
You to an Acquaintance	Somewhat Stronger	Better relationship than "Stranger to Stranger", low or medium level of trust, somewhat increased probability of persuasion
You to a Friend (Family)	Strongest	Strongest relationship, higher levels of trust, higher probability of persuasion

Reference: Principle of Persuasion video; Robert Cialdini: <https://youtu.be/cFdCzN7RYbw>.

Big Picture: People are much more amenable to persuasion by people whom they already know, like, and trust. A deep and wide personal social network in your neighborhood is a priceless asset.

The explosion of media choices means the era of mass-market campaigns (one size fits everyone) has changed and creates limited results. Micro-targeted (women under 30, suburban women, women over 60) persuasion campaigns need to use a customized format to the specific group. Activities traditionally include social media posts, text to text, and mailbox-by-mailbox (whether snail mail or email). door-to-door, face-to-face meetings, phone call to phone call formats. In such an environment, the activist who already “knows” the potential volunteer or voter is a stronger persuader. The activist who is recognized will have their call accepted or their text read. ***Familiarity doesn't breed contempt - it breeds votes for your chosen candidates.*** Excerpt From Blob for Arizona: <https://arizona.typepad.com/blog/2007/11/how-to-become-a.html>.

Contact & Persuasion Sequence for Strangers (occurs over time)



This sequence is the cornerstone of winning new friends, recruiting volunteers, or persuading voters. Trusting strangers is a new concept-only in the last 200 years. It isn't naturally in our genes. Through modern society, we have slowly adapted to it. We've adapted to new faces, new families, and cultures.

Trust Test

Trust is in “short supply” these days. This “trust test” is constantly going on in 100% of everyone’s mind. Many people (including volunteer leaders) think an informal relationship (or title) guarantees trust. Trust won't be given until it is earned. Trust isn't a mono concept. It is made up of four components and can be expressed in a “trust equation.”

$$(C \times R \times I) / S = \text{Trust (What we feel or think)}$$

- C Credibility (More credibility results in more trust)
- R Reliability (Act in a positive, consistent way for a common goal and social benefit)
- I Intimacy (Is your relationship comfortable? Confide in them? This is an emotional connection)
- S Self Orientation (This is a negative from a receiver's perspective. The higher the display of this value in the sender, the less the receiver trusts this person. Example: Fast talking, used car salesperson or politician)

Progressive activists and leaders need to be a Trust Agent!

People Respond to Others They Know & Trust

1. "People share, read and generally engage more with any type of content when it's communicated through friends and people they know and trust."
2. Attempting, open communications, creates credibility. Sharing information, to be transparent, goes a long way to building trust.
3. Keep your promises. Dependability creates trust. There is an old quote, "We judge ourselves by our best intentions. Quote: "Others judge us by our last worst act." (Unknown).
4. Keeping your word is the simplest way to demonstrate that you can be trusted.
5. Attempting to control others only drives them away. Need proof? Take a lesson from ex-spouses & angry adolescents. Control rarely works.
6. The words "Trust Me" never work. You can only earn it the old fashion way. Volunteers abandon leaders they do not trust, so do acquaintances.

Question: How do we get to know other people so they trust us and then listen to us (and vote for Democrats)?

Start Small

Small, successful, experiences are the fastest way to build trust with someone (and ultimately increased persuasion). Focus on what you can control.

Tips to create trust. You can:

1. Be true to your word.
2. Build trust gradually. Don't expect too much too soon.
3. Be organized.
4. Be consistent (Trust is built on this).
5. Help other people. The authentic helping of others builds trust.
6. Avoid self-promotion. Recognize and appreciate others first to build trust and relationships.
7. Stick to your values to create credibility and trust in the other person.

Trust content adapted from Steven Covey books, Brogran & Smith's Book: Trust Agents, and others.

Types and Examples of Power

Power comes in various types and "shapes." Power can come formal (position) or informal (personal) sources.

Type	Example	Type	Example
Legitimate	Government, Fireman, Police Officer	Personal Connection	Person with access to powerful people, \$
Reward	CEOs, Bosses, \$	Expert	Researcher, MBA, PhD
Coercive	Military, CEO, \$	Informational	Author, Journalist, Info. Film Director
Spiritual	Church Leader	Referent/Celebrity	Movie star, sports star (Based on charm)
Positional	Media star, person with charisma	Personal Connection	Person with access to or has a prior relationship with someone.