

TO WIN MORE PEOPLE TO OUR IDEA

A 3 MEET-UP MATERIAL ON
OUTWARDLY DIRECTED WORK
FOR SOCIAL DEMOCRATIC
ASSOCIATIONS



Socialdemokraterna
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Preface

Your Social Democratic association have decided that tonight you are all going to be knocking doors by the terraced homes on the other side of the creek. How many of your party active friends will be gathering to do the job? Would it have been better if there were a few more of you? What are you going to say when they open the door? Are you looking to speak to everybody – or are there some people you are particularly interested in? Is there anybody who feels slightly uncomfortable by the prospect?

We know that the best person to sign on a new member is a person who has made that very crucial leap themselves. When you tell your story of when you joined the Social Democrats to another the same door opens for that very person.

And we need to win more people to our idea. The more Social Democratic members, the richer we become in experiences. And the richer we become in experiences, the better we become at catching contemporary challenges. And if we succeed at catching our contemporary challenges we will also be able to find the best political solutions. It also increases our possibilities to follow through with our suggestions as more people vote for our party.

Simply put we need to have more Social Democratic party members and more Social Democratic voters.

It is our hope that this study material will give you the support and desire to join in the crucial task of making the Social Democratic Party more visible and invite more people to our movement – be it as members or as sympathisers.

This material will help you and your friends in a Social Democratic association to prepare and get started with your outwardly directed work, such as knocking doors, conduct open political meetings at work or in a local estate meeting hall, attend a round-the-clock polling hut, attend market stalls at festivals or sporting events, organise rallies or distribute leaflets at the bus station or in a residential area, to name a few examples.

The study material is comprised of a study circle divided into three gatherings of roughly two hours each. Naturally you may choose to work through all of the material in one session should it better serve your purposes.

Your studies should be viewed as preparations for an upcoming period of time containing outward activities, e.g. a spring campaign, before Labour Day or a run-up for election.

At your first meet-up you will discuss the conditions for your association's outward activity. You will remind each other **why** you are dedicated – what made you take that step? And you will make a commitment to the work ahead.

At your second meet-up it is time to formulate goals, gather resources and start the planning of your activities – **what** is to be done and by **whom**?

At your third meet-up you will discuss **how** the job is to be done – how do you build rapport, which friends may be able to help you and which methods will support you in your work?

Meeting 1: Why?

Mutual starting point

This study circle aims to guide you and your friends in the association in the preparations to create outward activities in order to win more people to our idea.

Perhaps you have already started planning for outward activities in the near future, perhaps you are not yet there.

Start your planning by talking to each other about the conditions for carrying out this study circle. Have

you already decided which activities you will organise in the near future? Do you know what their purpose is? Do you know when they will take place? Or are these questions yet to be decided?

And how will you carry out this study circle? Do you agree on the times for the three meetings? Or have you decided to go through it on one full day together? Write down what you have decided.

At your next meet-up you will get the opportunity to work with goals, target groups, methods and resources for your next outward activity. But for this first gathering

we will leave the practical elements and focus on your personal driving force for contributing to the work.

Why did you become a Social Democrat? Your own story

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“As late as this morning I saw, whilst visiting the Maternal Care Centre, what society does for the future children and parents of Sweden, through maternal care and childcare, personal care and health care. That is how I know why I am a Social Democrat. After taking part of reports on TV and in newspapers from our neighbours in the Baltics, after having seen faces characterised by want and longing, but also with fear in their eyes after years of occupation and communist oppression, I know why I am a Social Democrat. When I see the street children in Latin America with dirty and malnourished faces, or prostituted little girls in Chile and Thailand, whose only dream is to stay alive for another week, I know why I am a Social Democrat.”

Resigning chairperson Anna Lindh at the SSU congress in 1990.

Anna Lindh's strong convictions rise from the lines in her speech to the SSU congress in 1990. Anna resigned after six years as chairperson for SSU and in her valedictory speech she formulated why she is a Social Democrat. And the strong pictures she paints awaken our spirit as we read her words.

Because powerful stories have this contagious effect. We are invited to travel along on somebody else's journey. We identify with the story, we understand and perhaps even share the storyteller's insights.

Nothing is more convincing than when we are invited to understand and experience somebody else's passion. Quite often your own story on why you became a Social Democrat, and why you are active today, can be the best starting point for a conversation to win a person for our idea.

Your story can be constructed in many different ways. A simple model could contain the following components:

1. **A lead character and a reality** that the listener can identify with.
2. **An occurrence or course of events** that require the lead character to act
3. **A consequence or an insight** perceived by the main character

Exercise

Now we would like to hear your story. Take a few moments to reflect. Why did you become a Social Democrat? Which events led you to making a stand? Who were the people that influenced you? And what did it lead to? How did it make you act? And what happened after that?

And why are you at this meeting today? Why are you still committed?

When you have reflected for a while – tell each other. Take your time listening to each other's stories.

Strategic summary

Summarise your strategic choices in one comprehensive document.

Summarise

What will your outward activity comprise of?

Goals: _____

Target audience: _____

Resources: _____

Friends: _____

Other stakeholders: _____

Come up with new ideas and activities

It's time to make a gross list of imaginable activities you could do to reach your goals. You may very well use this method to come up with new ideas.

The method is comprised of four stages where you collectively come up with new ideas to develop further. The exercise takes ca 45 minutes.

Come up with new ideas for activities. Split into smaller groups of about 3 people in each. Give the participants plenty of post-it notes and each group some regular white paper sheets.

Before starting the exercise make sure to agree on the following rules when you discuss ideas:

1. Do not judge each other's ideas – at this stage there are no bad ideas.
2. Feel free to develop each other's ideas – think **and** instead of **but**.

Stage 1 – The opposite

What does the Social Democrat that is not winning other people for our idea do?

Think of as many examples you can come up with where activities/attitudes/working ways are heading in the opposite direction to what you want to achieve.

Write down the examples on post-it notes – one example per note.

The exercise is individual and you have 3 minutes to finish the task.

You know have 10 minutes to recount your examples to each other in the group. Together you choose 5-7 notes that you as a group can relate to and stick them to a

white paper sheet.

Stage 2 – When we are at our best

Consider a time when we have been particularly good at winning other people to our idea.

Think of concrete examples that you participated in when we were particularly successful in winning other people to our idea.

Write down the examples on post-it notes – one example per note.

The exercise is individual and you have 3 minutes to finish the task.

You know have 10 minutes to recount your examples to each other in the group. Together you choose 5-7 notes that you as a group can relate to and stick them to a white paper sheet.

Stage 3 – New ideas

How can we become even better at winning other people to our idea?

Think of as many concrete ideas/activities/approaches as you can.

Write down the examples on post-it notes – one example per note.

This is a group activity and you have 10 minutes to finish the task. This is where you let loose. There are no limits to the amount of great ideas you can come up with. You are encouraged to cooperate within the group from the get-go.

Stage 4 – Tell each other

Let the groups tell each other about their ideas. And save the new ideas for your next meet-up.

Planning

It is finally time to put some action behind the words. What will you be doing to win more people to our idea? Which of the best ideas from the mini workshop from the last meet-up will you carry out?

It is now time to plan your upcoming activities. There are many different action plan designs. The important thing is that you find a design that suits your association or work plan. A simple design can be as follows;

Action plan for _____

Why? What is the purpose of the activity? _____

What is to be done?	How will it be done?	When?	Who is responsible?	How do we evaluate?

Responsibility and trust

You have now distributed the responsibilities and tasks of your activities. The goals are clear and you know what is to be done. It is now wise to display trust in each other.

Discuss

What is demanded of us to be able to display trust in each other when it comes to our outwardly directed work?

Action creates movement

”

Winners do.
Losers meet.

James Carville i Suck Up, Buck Up
... and Come Back When You Foul Up

Together you have decided on goals and target audiences. You have also worked through your resources, considered friends at your disposal and planned your activities. Jointly you have practised your story and to converse.

Now it is time to FINALLY GET THE JOB DONE!

Just as it says in the Social Democratic leadership idea it is our responsibility to keep the party in motion. And when we do stuff that is when we create movement.

Evaluate

Lastly; evaluating the operation is to develop the operation. Perhaps the best time spent in your association is the time spent on learning from what you have done in order to do it better the next time. Models for evaluation are similar to planning templates. There is

a plethora of them and the important thing is that you find a model that is suitable for your board. If you do not already have one here is a simple method to conduct evaluations.

Tip! A simple four corner model.

Keep	Develop
Dispose of	Discuss

Draw the four corner matrix on a flip board, a whiteboard or on a big piece of paper. Each participant receives a few post-it notes to write down their viewpoints. One viewpoint per note. Place your note in the square where you feel it belongs. Discuss the notes together, if needed change the location of the notes and come to an agree-

ment on a common picture. What do you want to keep to the next outward activity? What do you need to develop further? What will you dispose of? Is there anything you need to discuss further before you make up your mind?

Further reading

The study portal, Studieportalen

Material on board development, Styrelseutvecklingsmaterialet

The Leadership Idea, Ledarskapsidé

Check lists, Checklistor

The Facebook Group Samtalskampanj

**You can find all our study material at:
socialdemokraterna.abf.se**

