

# Using Your Inside Voice

the power of relational organizing



**Sign in using  
the  
Demand  
Action App!**

# Trainer

Gaby

**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



# Agenda:

Relational organizing

Evergreen goals

Tools & strategies

Take one action



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In the chat:

Have you heard  
the term

“relational organizing”?

# Relational Organizing

League of Women Voters

**Relational organizing is a tool within a broader organizing strategy to build power in which individuals, groups, or organizations harness their personal networks and relationships to effect change.**

# Relational Organizing

NAACP

**Talking to someone you know personally and  
persuading them to take action on something.**

# Relational Organizing

## Southerners on New Ground

It is a type of community organizing that relies on and prioritizes relationships both inside and outside of an organization **in order to build stronger, more dynamic and creative collective power.**



# Relational Organizing

## Sparknotes

- Harness networks
- Personal convos
- Stronger, dynamic, and creative collective power

In the chat:

What are some types  
of “networks”?

# When do we use relational organizing?

Welcome to the movement



Advocate for something specific



Campaigning & Get out the vote



# Goals

Genuine connection

Genuine conversation

Genuine curiosity



# Goals

- **Educate**
  - Secure storage
  - **Legislation**
- **Empower**
  - Ask about firearms
  - **Contact lawmakers**
- **Invite**
  - Attend a tabling event
  - **#MomsAreEverywhere**



In the chat:

What are some  
actions we could ask  
our people to take?

# Calls to Action



**MOMS**≡≡≡  
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## Evergreen Call to Action codes:

**READY:** Reply w/ your ZIP CODE to connect with Moms Demand Action locally

**APP:** link to download

**EVENTS:** in your state

**DONATE:** Everytown donation

**REGISTER:** [gunsensevoter.org](https://gunsensevoter.org)

# Calls to Action



## Evergreen Call to Action codes:

**SURVIVOR:** Everytown Survivor Network

**STUDENTS:** Students Demand Action

**VETS:** veterans

**SMART:** learn more about Be SMART



# Calls to Action



**MOMS**≡≡≡  
**DEMAND**  
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## Evergreen Call to Action codes:

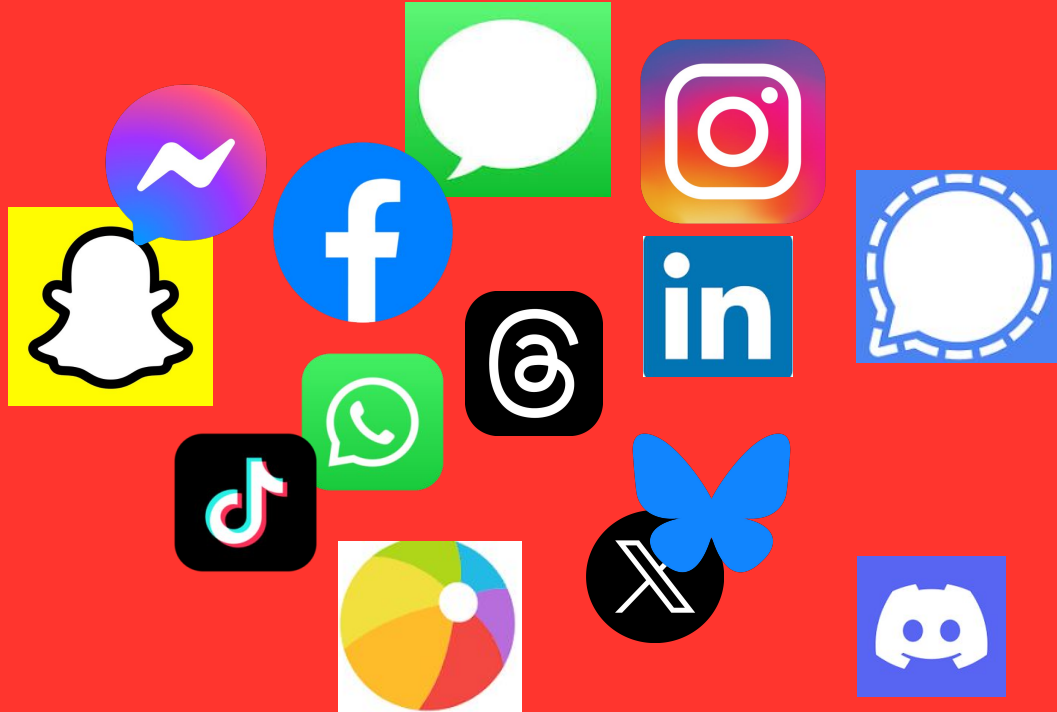
**SOCIAL:** join #MomsAreEverywhere social media team

**INDUSTRY:** updates on industry accountability

**RUN:** Demand a Seat

# Where do YOU connect?

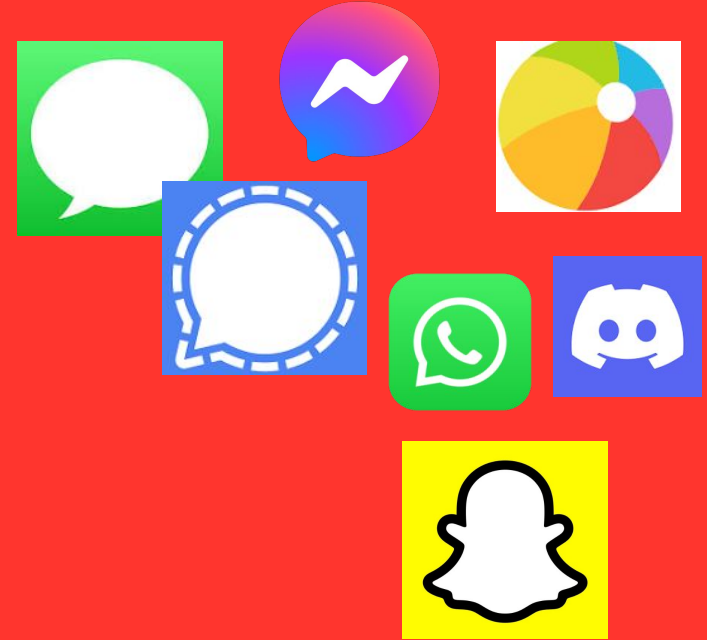
## In the chat



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# Where do we connect?

## Tools and Strategies

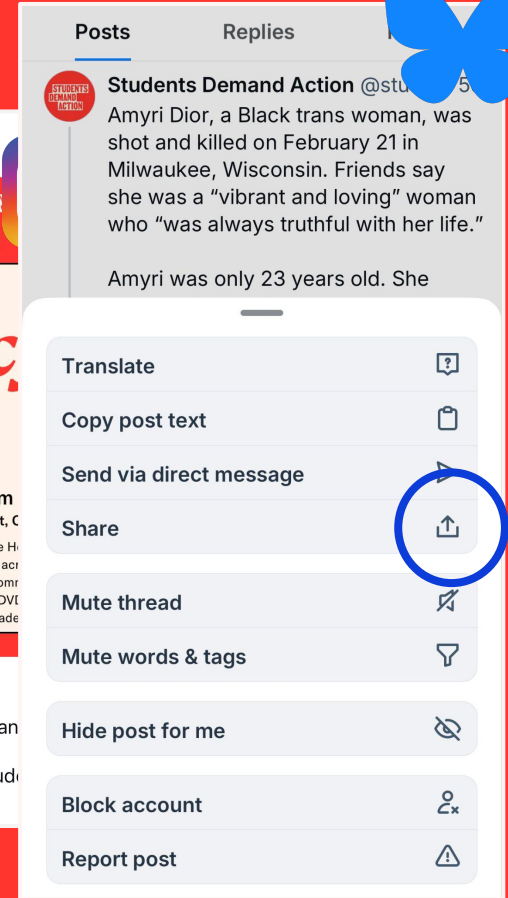
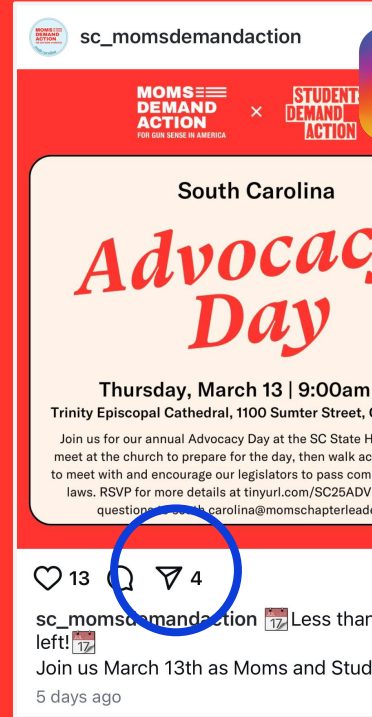


# Public Platforms

## Universal Sharing Options

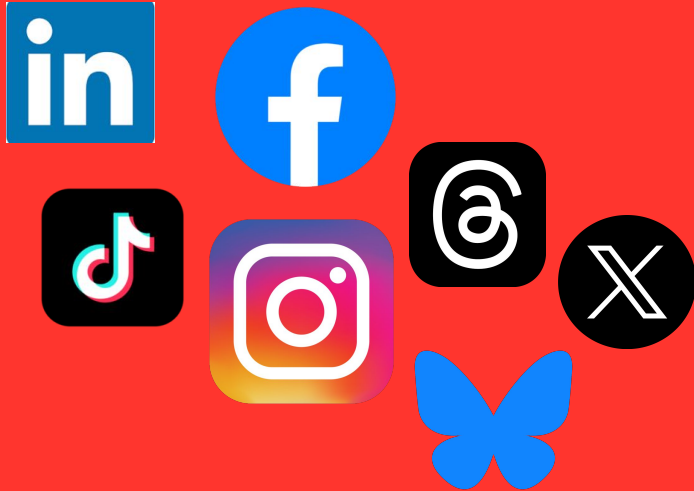


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# Public Platforms

Power of the “This made me think of you!” effect



“This is a great reminder to ...”

TAKE ACTION

“I just learned...and had to share it with you!”

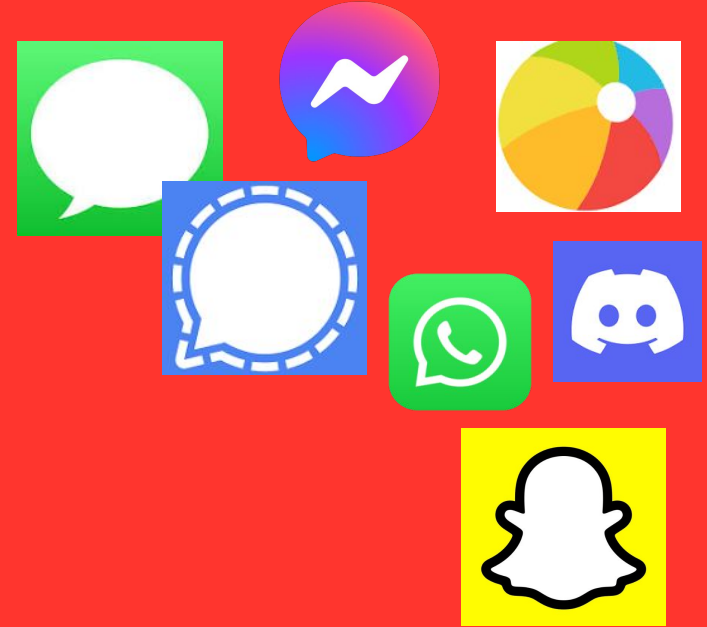
EDUCATION

“This made me think about what we were talking about...”

CONNECTION

# Where do we connect?

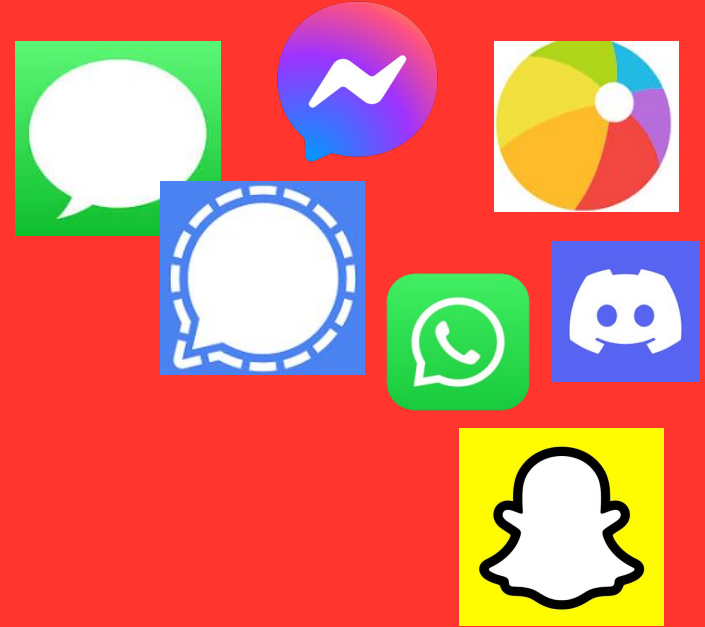
## Tools and Strategies



# Where do we connect?

## Tools and Strategies

- Content from other platforms
- Text codes for Calls to Action
- Links



# Growth continued [websites]

## MAINTENANCE/CONTENT MANAGEMENT

### 2014

Momsdemandaction.org  
Gunsensevoter.org  
Everytown.org

### 2019

Citygrip.org  
Moments thats survive.org  
Prayers and action.com  
Everytownresearch.org  
Wearorange.org  
Besmartforkids.org  
Mothersdreamquilt.org  
Everytown.org  
Gunsensevoter.org  
Momsdemandaction.org

### 2024

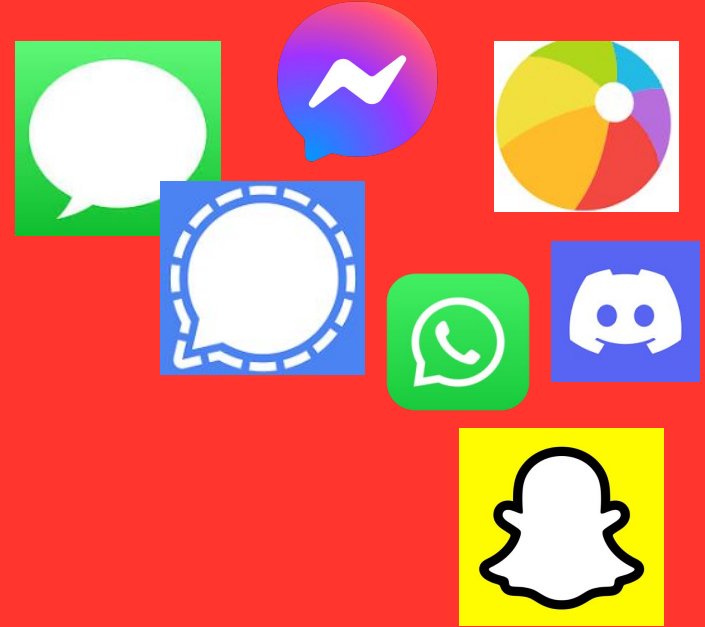
Smokinggun.org  
Demandaseat.org  
areyougoodwiththat.com  
Onethingyoucando.org  
Everystat.org  
Mayors.everytown.org  
Everytownlaw.org  
Everytownsupportfund.org  
Studentsdemandaction.org  
Nrawatch.org  
Citygrip.org  
Moments thats survive.org  
Prayers and action.com  
Everytownresearch.org  
Wearorange.org  
Besmartforkids.org  
Mothersdreamquilt.org  
Everytown.org  
Gunsensevoter.org  
Momsdemandaction.org



# Where do we connect?

## Tools and Strategies

- Reminders
- Voice notes and instructions
- Keep a list of your networks



# Let's try it!

**Either:**

**Be SMART**

**OR**

**Invite to an event!**

**Link**

**Text EVENT to 644-33**

# Thank You!

[grassrootssocial@everytown.org](mailto:grassrootssocial@everytown.org)

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