

BIDEN
PRESIDENT



AGENDA



Introductions

Organizing Strategy

Digital Organizing Tools

Next Steps to Action

Q&A

GOALS



Gain insight on our current approach to engaging Team Joe supporters across the country

Understand how we're building an organization to win

Know how to use our digital organizing tools to amplify Joe's message and grow this campaign

Our Nation is On the Move



- [JoeBiden.com/BlackAmerica](https://www.joe Biden.com/BlackAmerica)
- [Highlights from the Plan for the Black Community](#)
- [JoeBiden.com/covid19](https://www.joe Biden.com/covid19)

Let's turn "anguish into purpose."

-Joe Biden

*"We are in a **battle for the soul of America**. It's time to remember who we are. We're Americans: tough and resilient. We choose hope over fear. Science over fiction. Truth over lies. And unity over division. We treat each other with dignity, we leave nobody behind, and we give hate no safe harbor. We are the United States of America. And together, there is not a single thing we cannot do."*

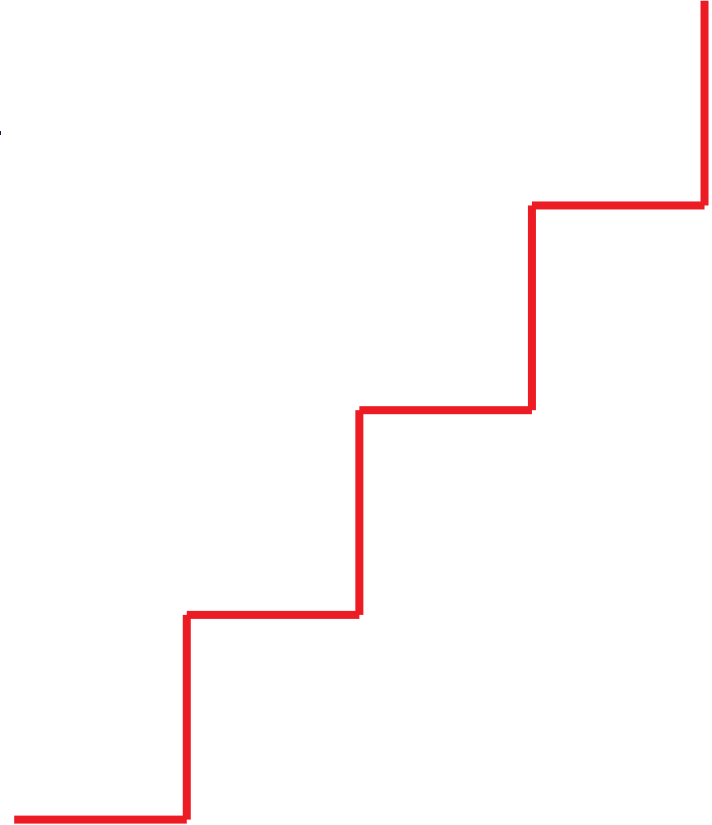
-Joe Biden

WHAT WE'RE BUILDING TOWARDS

Building an organization capable of scaling in order to educate and mobilize our supporters to vote for Vice President Biden on Nov. 3rd

Thoughtfully **engaging supporters** and voters to garner support in a virtual world - that's tonally appropriate in this crisis

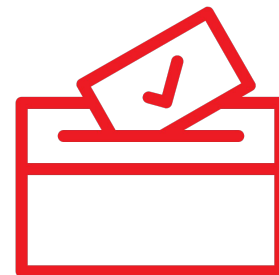
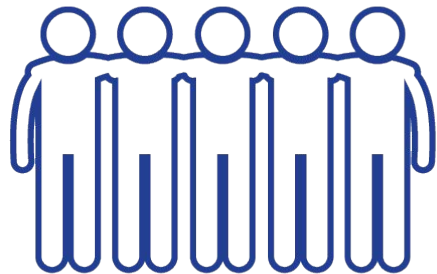
Talking to key audiences through **virtual events** and campaign updates such as students, community activist groups, coalitions, faith groups, and many more





Getting there: Our Strategy

THE THREE PHASES OF OUR CAMPAIGN



**Organization
Building**
(this is ongoing!)

Voter Contact

Get Out The Vote



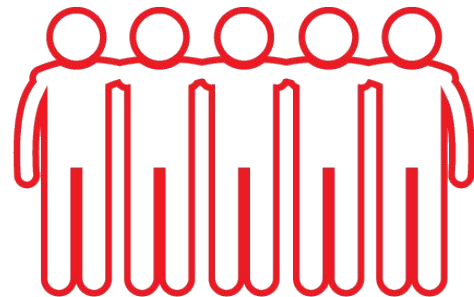
How to build a community organization

THE FIRST STEPS TO BUILDING COMMUNITY

Taking action starts with *conversations*.

Right now, we'll bring people together through 1:1 meetings, virtual community meetings, virtual neighborhood phonebanks, and by using a few tools to reach out to their networks.

With all that's going on in the world, we're working to give our supporters opportunities to take action with us that also help support their local communities.





Digital tools we'll use

Joe Biden Organizing Hub



- **Get trained** to become a supervolunteer
- Make **community calls**
- **Attend** or **host** an event
- Join Facebook groups
 - **Joe Biden for California**
 - **Inland Empire (CA) for Joe!**
 - **Orange County (CA) for Joe!**
- Make your own **Team Joe graphic**

JoeBiden.com/Take-Action

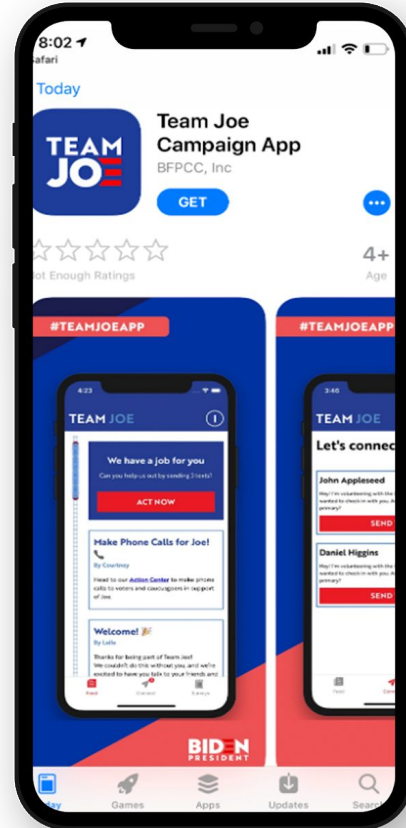


- [Make calls](#) to voters in other states
- [Textbank](#) for Joe
- Find [events](#)
- [Host](#) an event
- [Social Media Toolkit](#)
- Contact an [organizer](#)
- [Organizing Toolkit](#)
- Become a grassroots fundraiser

NEIGHBOR TO NEIGHBOR OUTREACH

Start by Downloading
the Team Joe app and
texting your friends.

Text "App" to 30330



COMMUNITY CALLS



These are phone calls we make to **check in** on our supporters and deepen our relationships with them

We'll guide our supporters to in-person and online **resources** in their community as needed

And give them opportunities to hear campaign updates and **take future action** with us

NEIGHBOR TO NEIGHBOR OUTREACH


Or by making
neighbor-to-neighbor
calls and telling us
how it went.

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Powered by Mobilize.

Host an event | Menu ☰

Relational Organizing Volunteering

Virtual Friend-to-Friend Outreach



SIGN UP NOW

First name Last name

Email

Phone number Zip

Take Action!

By clicking the button above, you agree to the [Terms of Service](#) and [Privacy Policy](#).

I want to receive occasional automated text messages from Joe Biden for President and Mobilize with updates about how to stay involved, such as recommended events and other

SOCIAL MEDIA



Join your state facebook group and start your own Joe Biden group for your friends and family

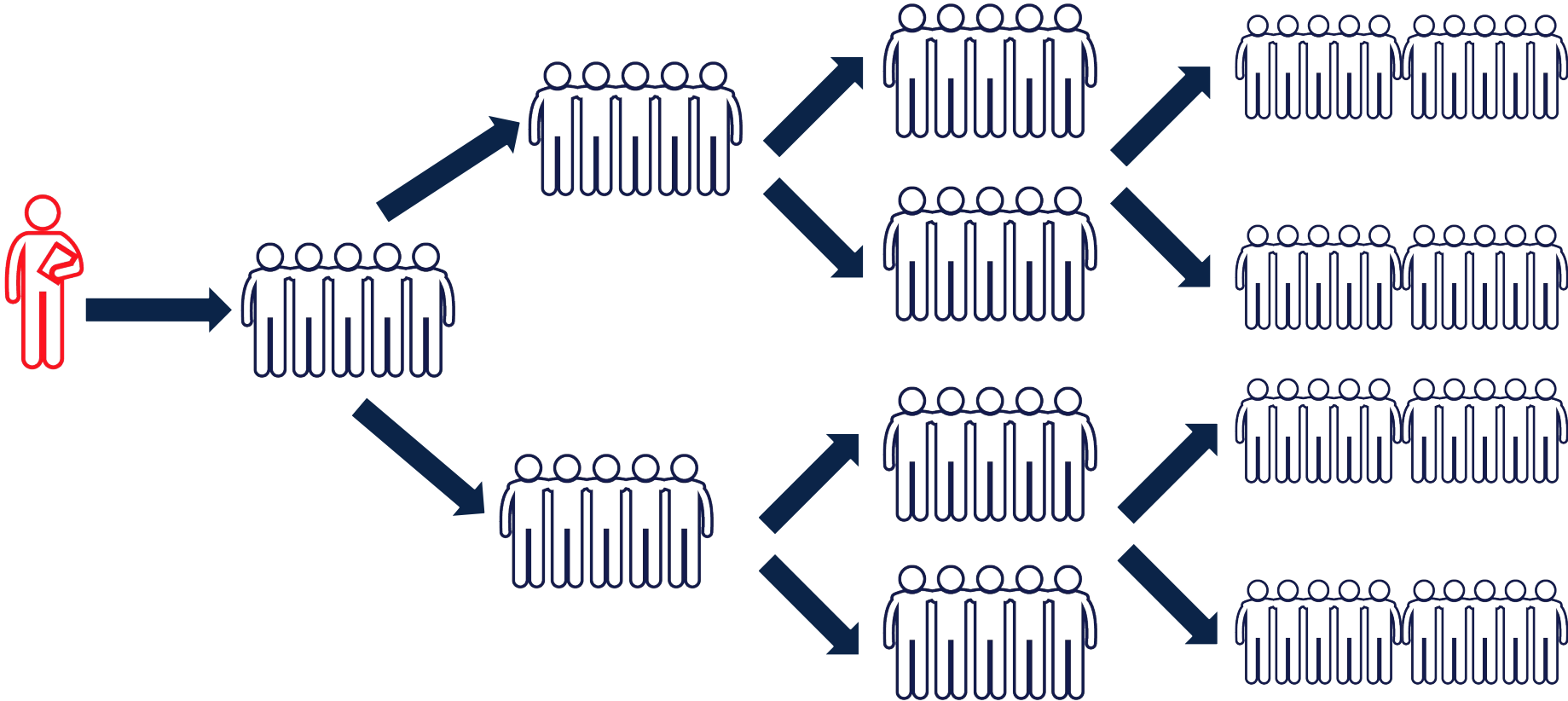


Join our Soul Squad for a weekly email filled with branded Joe Biden content to post across different platforms



Follow and engage with us on any of these platforms!!

WE'LL USE THESE ACTIONS TO GROW TOGETHER





Next Steps to Action

A FEW NEXT STEPS TO ACTION



Train to be a volunteer at [OrganizeNow](#)



Download [TeamJoe app](#)



Join [Joe for California state Facebook group](#) and the [Soul Squad](#)



Begin reaching out to friends, family and neighbors and encourage them to join us!

A FEW NEXT STEPS TO ACTION



Attend or host an event



[Join our SoCal for Joe phonebank to make community calls](#)



Join our Facebook rooms chat in our Inland Empire FB group, Cup O' Joe meetups, Happy Hour meetups



Bring friends to the next community meeting in two weeks

For More Information

1

If you want to check every plan Vice President Biden has proposed during this campaign click [here](#)

2

If you want to talk through more ways to get involved contact Christian at christian.billson@yahoo.com

3

If you want more information on our general election strategy watch [Jen O'Malley Dillons grassroots strategy meeting](#)

Q&A



**THANK
YOU!**

Text UNITED to 30330
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