

THE BORGEN PROJECT



STANDARD OPS – HOW I TRAIN & ENGAGE MY TRIBE

Your friends and family may not have a lot of extra time to sit down face to face and learn how to advocate on behalf of the Borgen Project. Also, you may know people who are who want to become engaged but do not live in your area. A great way to overcome these problems is to create standardized training e-mails which divide up the knowledge/skills you want your tribe to have into small, manageable, weekly chunks. Once you do this, you never have to spend time training your tribe again. All you have to do is send out your training e-mails to those who are interested!

STEP 1: What do you want your tribe members to know about The Borgen Project?

- A. Make a list of questions you want members of your tribe to be able to answer about the Borgen Project.
 - Some important questions to consider including are on this list: *What is the mission of the Borgen Project? How does the Borgen Project hope to achieve its mission/ what are its operational goals? Is the Borgen Project affiliated with a political party? Why/How was the Borgen Project founded? What are some trademarks of the Borgen Project? Has the Borgen Project received any media coverage? Who are its main funders? How are monetary donations used? Who is on its board?*
- B. Now, decide on action steps members of your tribe need to take in order to be able to answer these questions. In most cases, directing tribe members to review particular parts of the Borgen Project website is the easiest and most comprehensive way. You might want to consider directing them to recent news articles. Lots of great information can also be found in the documents on advocateshub.com. Some of these documents such as the “elevator pitch” would be perfect to attach to your training e-mails.

STEP 2 (same process as step 1) What do you want your tribe members to know about global poverty?:

A. Make a list of background information about global poverty that you want your tribe to know.

- Some important information you may want them to know: *How big is the problem/ how many people are living in poverty globally? How does global poverty affect the US economy? How are global poverty and US national security linked? What kind of a role does the US currently play in helping to combat global poverty? Are there any success stories? How can you respond to critics who believe that aid is not effective?*

B. Decide on action steps members of your tribe need to take in order to be able to answer these questions. Once again, the website, recent news articles, and advocateshub.com are great places to go.

STEP 3: (same process as step 1) What advocacy skills do you want your tribe to have?

A. Make a list of advocacy skills you want your tribe to have.

- Some possible ones to include: *how to make phone calls to representatives, how to e-mail representatives, how to write a letter on behalf of the Borgen Project, how to birddog, various fundraising strategies*

B. Decide on action steps members that your tribe need to take in order to have these skills.

STEP 4: Create a chart to help you organize and prioritize (This could be just a mental chart you make in your head. The point is to create a plan for getting your tribe members important info.) See abbreviated example below:

What My Tribe Needs To Know	Action Steps	Timeline
Borgen Project mission	Provide a brief description in my e-mail and refer tribe members to the “the elevator pitch”	It is crucial that tribe members know what they are advocating for so this will go in e-mail #1
How the Borgen Project aims to achieve its goals	Refer members to the “about us” section of the website	Its important to me that tribe members understand the organizational framework of BP so this will go in e-mail #2

The link between poverty and national security	Provide a link to BP's YouTube video on the topic	This is important information I want to provide my tribe with. I am going to add it into one of my e-mails as additional information.
How to make phone calls to representatives	I will provide tribe members with phone numbers and a brief description of what to say. I will refer them to the model YouTube video for additional support.	This is the whole purpose of having a tribe so it's very important to me. Advocacy is the way in which the BP aims to achieve its mission; therefore, I think it will fit in well with e-mail #2.
How to send e-mails to representatives	I will provide a written description for my tribe members to follow	To me this is an important step after phone calls. I will make it the topic of e-mail #3.

STEP 5: Create your e-mail! See below for examples. Remember that training your tribe is an ongoing process. You can continue to add e-mails any time you think of something new you want your tribe to know about. However, always try to keep time constraints in mind. If you overload your e-mails you run the risk of people not reading them. A good system is to send one e-mail per week. When you recruit a new tribe member, just start them off with the first e-mail and keep track of which e-mail they are on each week until they have received them all.

Some extra things to consider:

- One of the great things about this format is that you can adapt it to whatever your own needs are and include regionally specific information.
- Even though you may not be sending out a new training e-mail every week, consider sending a quick reminder e-mail to help keep tribe members in the habit of calling. You might even want to add in a current news article. The Regional Directors facebook page and the blog are great resources for that.
- Try adding quotes/ poverty facts to your e-mails to keep tribe members inspired
- It's a good idea to still try and check in with your tribe members individually when you have the time.
- Add information on current events for added impact.

Borgen Project Weekly e-mail #1

Personal/Borgen Project/weekly e-mails | X



★ ● Jessica Muller-Pearson

[show details](#) Feb 27

[Reply](#)

Dear Friends,

Thank you for your interest in helping the Borgen Project with its efforts to reduce global poverty. I really appreciate your response as I am hoping to build the largest tribe of helpers the organization has ever seen! As promised, the time commitment is small. Each week I ask that you make 3 one minute phone calls to your congressional representatives OR send an e-mail to them instead. Of course, if you have time to do both that's even better, but it is not required. I will send you a weekly reminder with some other optional action items as well for those weeks when you have a few extra minutes. You are looking at a weekly time commitment of between 5 and 20 minutes. Starting next week, I will be providing you with all the information you need to make phone calls and/or send e-mails. However, your task for this week involves familiarizing yourself with the organization.

Weekly Action Items:

1. Visit www.borgenproject.org and spend 5-10 minutes familiarizing yourself with the organization and the website. Focus on the "about us" section (link is at the top of the webpage).
2. Respond to this e-mail or send me a text with your voting address in it. This will allow me to provide you with the phone numbers and e-mail addresses of your congress peeps.

That's all for this week!
Thank you for your help,
Jessica

Borgen Project Regional Director
[504-723-8517](tel:504-723-8517)
jessicamullerpearson@gmail.com

[Reply](#) [Forward](#)

Borgen Project e-mail #2

Personal/Borgen Project/weekly e-mails | X



★ ● Jessica Muller-Pearson to Nicholas

[show details](#) Feb 27

[Reply](#)

Dear Friends,

Thank you all again for volunteering to help the Borgen project end global poverty. This week, you will be learning how to make a phone call to your congressional leaders (super easy). Next week, you will get instruction on e-mailing and after that you can choose to either call, e-mail, or call and e-mail each week.

Weekly Action Items:

1. Program your congresspersons' phone numbers into your cell phone. This way, next time you are sitting in traffic (sitting not driving) or are walking the dog you can also be making your weekly phone calls at the same time.

Your congress people and their phone numbers are:

Steve Scalise (rep), [\(202\) 225-3015](tel:202-225-3015)
Mary Landrieu (sen), [\(202\) 224-5824](tel:202-224-5824)
David Vitter (sen), [\(202\) 224-4623](tel:202-224-4623)

2. Call your congressional people and say the following:

"Hi, My name is _____. I am a Borgen Project supporter, and I would like to see aide for global poverty reduction increased."

That's all you have to say. They might ask you your zipcode or address just to verify that you are a constituent, but they are not going to ask you any political questions. The intern who answers the phone is only responsible for listening to what you say and making a note of it. A staffer puts your information into a "Call Report." Once a week, the report is sent to the political leader with a tally of how many people called in favor or opposed to each issue and bill. By making one call you're instantly getting an issue noticed. You don't have to call between 9-5 because you can always leave a message after hours and your call will be tallied the same way.

Intimidated? Don't be. The person on the other end of the phone is just an unpaid intern whose job it is to take phone calls like yours all day long.

Optional Action Items:

-That was the cliff notes version on calling congress. If you want a little more info you can also visit <http://www.borgenproject.org/contactcongress>, where you can watch demo videos and get more information on making phone calls.

That's all for this week!
Thank you for your help,
Jessica

Borgen Project Regional Director
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jessicamullerpearson@gmail.com



Jessica Muller-Pearson to Sophia

show details Feb 27 Reply

"Development is a lot cheaper than sending in soldiers." Robert Gates, Former Secretary of Defense

Dear Sophia,

I hope your first weekly phone call went well. Please let me know if you have any questions. This week, I will be giving you more info on how to send an e-mail to a congressperson.

Weekly Action Items:

1. Make your second phone call! Call your congressional people and say the following:

"Hi, My name is _____. I am a Borgen Project supporter, and I would like to see aide for global poverty reduction increased."

2. The easiest way to e-mail all your congressional people at once is to use congress.org (also it's a great website for keeping up with what's going on in Washington.) The first thing you need to do is to click on the link to visit congress.org. Then, click on the "register" link on the top right. It will prompt you for an e-mail, password, and zip code. You then have to confirm your account through your e-mail. Don't worry I have been a member for a while and I promise you I have never gotten any spam from them.

3. After you have registered it will take you to a page with your lawmakers and a description of recent Washington events. On this page you will see a link that says "write you lawmakers." It is in orange toward the right hand side of the screen. This link takes you to a page where you can check all the lawmakers you want to e-mail (I just check all of mine and e-mail them all at the same time). You then fill in the form and when you are done hit 'send.' All you have to say in your e-mail is something like this:

"I am a Borgen Project supporter, and I am writing to ask you to vote in favor of legislation designed to reduce global poverty."

Saying just that is enough, but if you have time consider putting in more details about why you are in favor of legislation to reduce global poverty. The more personalized you make it the better. But if you are short on time that's ok! Even a short one-liner gets tallied up and lets our congressional people know that this is an issue their constituents care about. If you need some help figuring out what to put in your e-mail check out the link below to get more resources on why it is important for the US to help reduce global poverty. Even if you don't have time to look through all of it I STRONGLY recommend the video in the middle of the page.

Optional Action Items:

Sure, we all know poverty is bad but that won't be enough to convince our critics. This week, learn a little bit more about the connection between global poverty and national security. Visit the following link and be sure to watch the 3 minute video in the middle of the page. Its VERY enlightening.

<http://www.borgenproject.org/#/nationalsecurityandpoverty>

That's all for this week!
Thank you for your help,
Jessica

Borgen Project Regional Director
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Jessica Muller-Pearson to milliemuller

show details Feb 27 Reply

30 billion is all that is needed per year to end world hunger. The US spends \$530 billion on the military alone.

Dear Friends,

The hard part is over! You made your first phone call and sent your first e-mail. Please send me feedback if there is anything I can do to make this initial learning process easier for others. As always, thank you for being a voice for the world's poorest by helping to make global poverty reduction a US priority.

Weekly Action Items:

1. Make your weekly phone call, send your weekly e-mail, or do both if time permits! Remember, a phone call only takes about 30 seconds and you can call 24/7. As always, you can continue to call using the basic call script:

"Hi, I'm a Borgen Project supporter and I would like to see funding for poverty-focused aid increased."

2. Take 2 minutes to look over the Borgen Project legislation page <http://www.borgenproject.org/legislation> to learn about specific legislation you can call in support of.

Optional Action Items:

Building on last week's optional action item, this week's optional action item will focus on the link between the US economy and global poverty. Check out the Borgen Project page which focuses on this link and/or take less than 5 minutes out of your day and just watch the youtube video!

<http://www.borgenproject.org/economyandpoverty>
<http://www.youtube.com/watch?v=d-b3x5wjqtQ&feature=share>

That's all for this week!
Thank you for your help,
Jessica

Borgen Project Regional Director
504-723-8517
jessicamullerpearson@gmail.com
We don't change the world unless you do!

YouTube - Videos from this email

YouTube - Videos from this email



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Borgen Project e-mail #5 Personal/Borgen Project/weekly e-mails | X



★ **Jessica Muller-Pearson** to milliemuller

[show details](#) Feb 27 [Reply](#)

"By building new markets overseas for American products, the International Affairs Budget creates jobs and boosts the economy here at home."

-Former Homeland Security Secretary Tom Ridge

Dear Friends,

Did you know that congressional leaders often support poverty-reduction legislation if as few as 7 constituents in their district contact them in support of it? It's true! That means that each of us actually can make a significant contribution to the cause just by remembering to call/e-mail every week! So, here is your weekly reminder to call and e-mail your congressional peeps!

Weekly Action Items:

1. Still feeling intimidated by calling? Think it will take too long? Watch this 28 second video of a real Borgen Project phone call. <http://www.youtube.com/watch?v=rNd2-AVuyv&feature=relmfu>
2. Make your weekly phone call, send your weekly e-mail, or do both if time permits! Remember, a phone call only takes about 30 seconds and you can call 24/7. As always, you can continue to call using the basic call script:

"Hi, I'm a Borgen Project supporter and I would like to see funding for poverty-focused aid increased."

Or, consider calling in support of a specific piece of legislation like the Water for the World Act.

"Hi, I'm a Borgen Project supporter and I would like to see _____ (insert congress person's name) co-sponsor the water for the world act."

Optional Action Items:

-It's not all doom and gloom! Next time someone says something like, "We've been throwing aid at the problem forever and nothing has changed." You can counter by telling them about one of these great success stories or cool innovations to help those living in poverty! Check them out!

Awesome success stories: http://www.borgenproject.org/#!_victoriesfightingpoverty
Cool innovations: http://www.borgenproject.org/#!_inventionsforendingpoverty

That's all for this week!
Thank you for your help,
Jessica

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We don't change the world unless you do!

Borgen Project Weekly Reminder | X Personal/Borgen Project/weekly e-mails | X



★ **Jessica Muller-Pearson** to bcc: Christopher.Me., bcc: Sara, bcc: Pushpa

[show details](#) Feb 27 [Reply](#)

"Foreign aid is neither a failure nor a panacea. It is, instead, an important tool of American policy that can serve the interests of the United States and the world if wisely administered."

-Lee H. Hamilton

Dear Friends,

Did you know that according to the U.S. Global Leadership Coalition, 1 in 5 American jobs depend on trade and nearly half of all exports go to developing countries? The President recently published his 2013 budget. In it he calls for an International Affairs budget of 56.2 billion. This would account for 1.6% of the overall proposed budget. However, we all know that proposed budgets go through many changes before they become official. Also, only part of the International Affairs budget goes towards humanitarian aid. Therefore, it is crucial that we continue to educate and lobby congressional people on both sides of the aisle about the important reasons to protect poverty-focused aid within the US budget.

Weekly Action Items:

1. Make your weekly phone call, send your weekly e-mail, or do both if time permits! Remember, a phone call only takes about 30 seconds and you can call 24/7. As always, you can continue to call using the basic call script:

"Hi, I'm a Borgen Project supporter and I would like to see funding for poverty-focused aid increased."

Or, consider calling in support of increasing poverty-focused aid in the 2013 budget.

"Hi, I'm a Borgen Project supporter and I would like to see _____ (insert congress person's name) support the increase of poverty-focused aid in the 2013 budget."

Optional Action Items:

-Writing or e-mailing the president is a great way to get your voice heard and to encourage him (or whoever comes next) to call for more poverty-focused aid. E-mailing is easy. Just use congress.org to send an e-mail. Writing a letter takes much more time but because of that it gets more attention than an e-mail does. Check out the attachment on this e-mail about writing a letter to the president. It contains great information that could be applied to other causes besides the Borgen Project that you may want to support. One day if you get a little extra time consider writing one in support of the Millennium Development Goals (MDG) or a topic of your choosing.

That's all for this week!
Thank you for your help,
Jessica

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We don't change the world unless you do!



Jessica Muller-Pearson to bcc: Christopher.Me., bcc: Sara, bcc: Pushpa, bcc: milliemuller

show details Mar 7 (5 days ago)

Reply

Poverty fact of the day: 22 million infants are not protected from diseases by routine immunizations

Dear Friends,

Good news! This week the United Nations announced that one of the key benchmarks contained in the Millennium Development Goals (MDGs), halving the number of people who do not have access to safe drinking water, was met ahead of the 2015 deadline! However, the more general goal of improving sanitation is still a far way from being reached. This is a step in the right direction that demonstrates that it is possible to eliminate extreme poverty worldwide. However, it also highlights the need for us to continue pressuring our representatives to support the Millennium Development Goals and other poverty reduction measures worldwide. 2015 is quickly approaching and there is still a lot of work to be done. Check out the links in the "optional action items" section of this e-mail for more information on the MDGs.

Weekly Action Items:

1. Make your weekly phone call, send your weekly e-mail, or do both if time permits! Remember, a phone call only takes about 30 seconds and you can call 24/7. As always, you can continue to call using the basic call script:

"Hi, I'm a Borgen Project supporter and I would like to see funding for poverty-focused aid increased."

Optional Action Items:

-Learn more about the Millennium Development Goals by checking out the following links:

- The Borgen Project page about MDGs provides a great overview: <http://www.borgenproject.org/millenniumdevelopmentgoals>
- The official UN page about MDGs for more in depth information and current happenings: <http://www.un.org/millenniumgoals/>
- A short but informative article on the achievement of MDG benchmark to halve the number of people who do not have access to safe drinking water: <http://www.guardian.co.uk/global-development/2012/mar/06/water-millennium-development-goals>

That's all for this week!
Thank you for your help,
Jessica

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