

# Building People Power

Training #3



Natural Resources  
Council of Maine

Protecting the Nature of Maine





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# NRCM Outreach Team

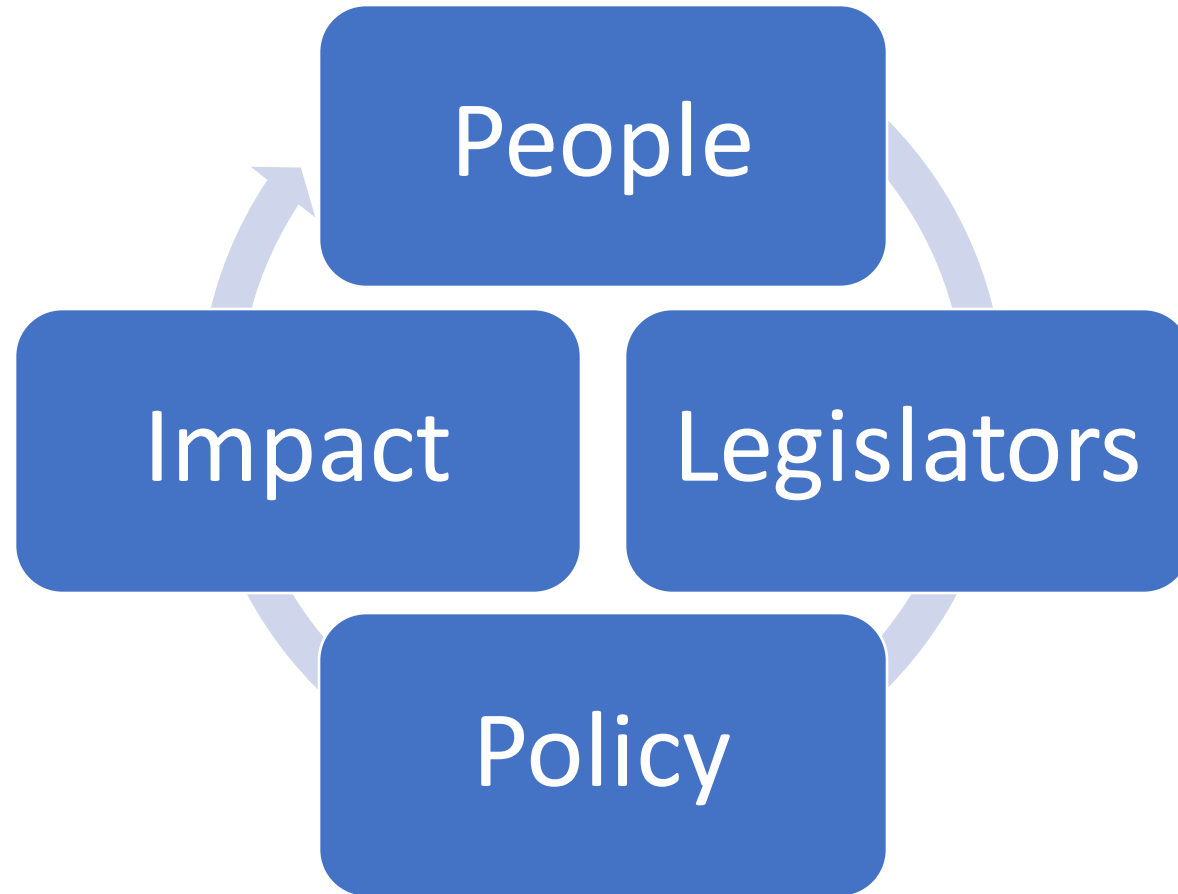
Participants – Please introduce yourself in the chat, sharing your name and where you're zooming in from tonight.

# What to expect

- Welcome and introductions
- Section 1:
  - The importance of people power
  - Effective listening and selecting your audience
- Section 2:
  - Developing your pitch
  - Case study
- Small Groups
- Questions
- Closing

# The Importance of People Power

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# Relational Organizing

“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”

- People listen to friends and family more than any other group
- The research shows: relational organizing is more effective than cold-calling or door-knocking
- Decision making is inherently emotional





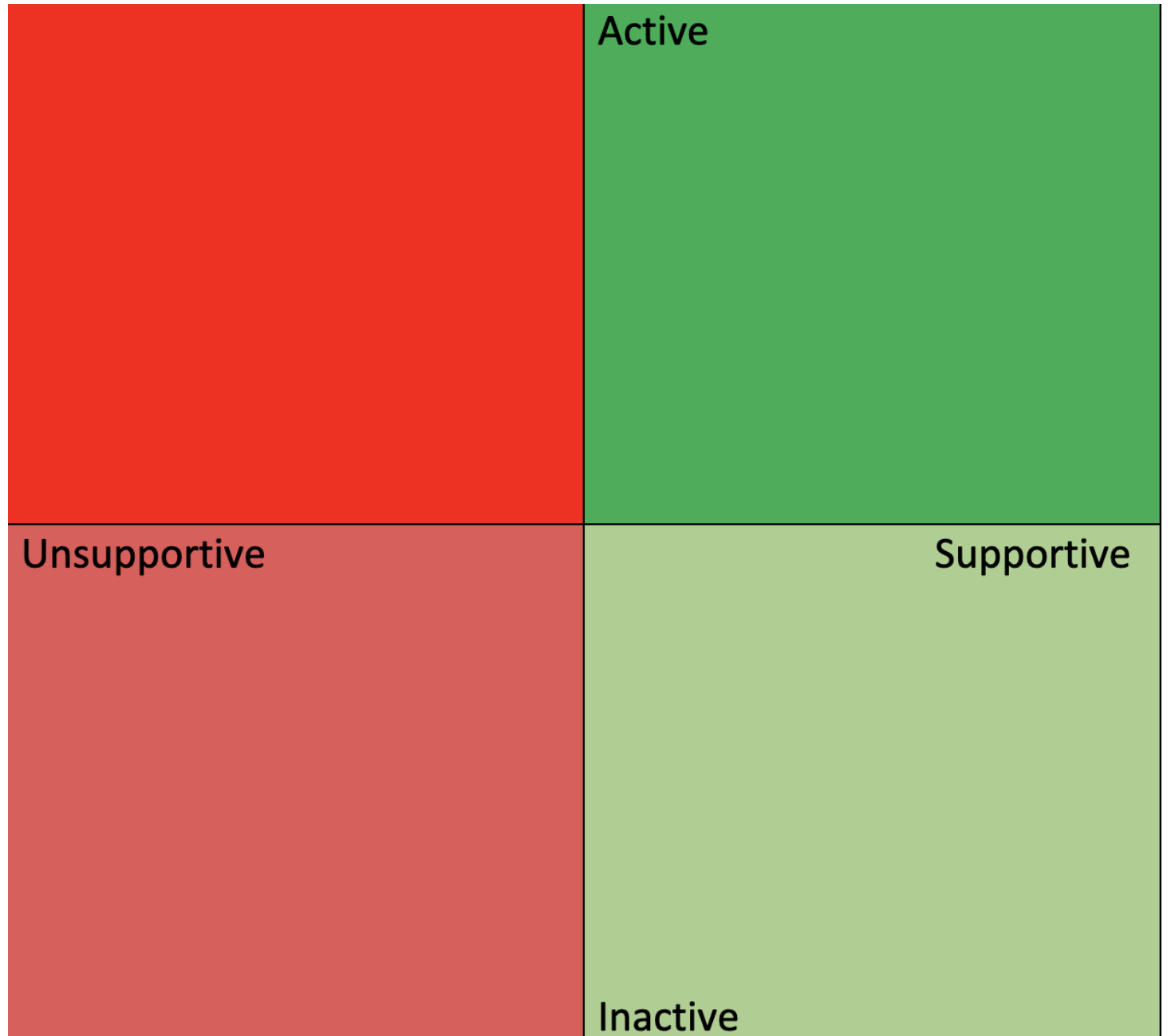
# Effective Listening

- People will not engage if they do not feel heard
- 1 on 1 conversations are critical to building people power
- Strive for less than 50% speaking in a conversation
- Listen to understand, not to respond
- Ask questions and make sure to follow-up

# Selecting the right audience

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- We all have limited time and energy, spend it where it matters most!
- Collaborate with active allies, activate supporters, persuade some skeptics, but don't spend all your time fighting the opposition.



# Developing your Recruitment Pitch

1

Start with relatability.  
*“As someone who...”*

*Highlight ideas you already agree on, or shared lived experiences that build trust*

2

Include your personal story.

*Why is this issue important to you?*

3

Identify how taking action will help the other person.

*Why is this issue important to them?*

4

Make a clear ask.

*Examples: signing a petition or submitting written testimony*

5

Follow up down the road.

*Celebrate actions taken and provide updates*



# Case Study: Electric Vehicles

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- Maine is a car-dependent state
- We must electrify our vehicles to meet our climate goals, but some people have concerns about electric vehicles
- 98% of electric vehicle owners in Maine would recommend one to a friend
- How do we advocate for electric vehicle adoption?





# Breakout Groups: Practice Your Pitch

Each group will be assigned a specific audience. With your audience in mind, make a pitch to encourage them to take action in support of a bill to increase electric vehicle chargers.

Group 1: Aunt who drives an electric vehicle but has never taken action at the state house.



Group 2: Friend who drives a gas-powered car but is considering electric vehicles.



Group 3: Cousin who has taken action on climate change at the State House but has never taken action on electric vehicles.





# Small Group Share Out

# Resources

- NRCM's take action page, which is home to:
  - Active petitions and opportunities to contact your legislators
  - A sign-up link for our emails
  - [www.nrcm.org/get-involved/take-action/](http://www.nrcm.org/get-involved/take-action/)
- Maine Climate Table Communication Resources
  - <https://maineclimatetable.org/>
- NRCM Electric Vehicle Resources
  - <https://www.nrcm.org/programs/climate/cleaner-transportation/electric-vehicles-maine/>

## Action Alerts and Petitions

Take action on our current priorities here.

Power Maine's Future with Offshore Wind



Add Your Voice

Support a Free-Flowing Kennebec River



Add Your Voice

## Contact Your Elected Officials

Contacting your legislators or other elected officials is an effective way to make your voice heard and to influence their votes on issues that are important to you.

Find Your State Legislators & Contact Info



Find Members of Congress & Contact Info



Meet Legislators at State House Action Day



Tips for Contacting Your Legislator

# Questions?





# Closing



## **Takeaways**

Relational organizing is the most effective way to advocate for your issues.

Strategies and calls-to-action may vary depending on the audience.



## **NRCM is a resource**

Need fact sheets, petitions, or advice? We can help!

Look for our email with links to additional resources.



## **Feedback welcome**

Please fill out our survey.

# Upcoming Trainings

February 2, Noon-1pm  
Current Priorities and Taking Action

As the legislative session kicks off, learn about NRCM's current priorities and the best ways to be involved.

THANK  
YOU

The text "THANK YOU" is presented in a playful, rounded font. The word "THANK" is on the top line and "YOU" is on the bottom line. The letters are colored in a gradient: 'T' is blue, 'H' is green, 'A' is light green, 'N' is yellow-green, and 'K' is blue. The word "YOU" has 'Y' in yellow-green, 'O' in blue, and 'U' in green. The text is enclosed within a decorative border of a light green vine with small leaves. Dashed lines are visible on the top and right sides of the letters in "THANK" and on the right side of the letter "U" in "YOU".