

Intern Training

Schedule

Day 1

1:00 – 2:00

Team Building

- Name game – Energy
- Energy Bingo

2:00 – 3:00

Welcome and Introduction

- Tour of Avery House
- Space Norms
- Agenda for the day and week

Overview of energy and climate change

- In teams of 2, then white paper: What are the benefits of energy?
- In different teams of 2: What are the costs of energy?
- Personally: Why do you care about energy?

Energize Corvallis and program overview

3:00 – 4:00

Logistics

- We love our interns pack - Program Overview
- Schedule (weekly and daily)
- Who needs a bike?
- Alarm
- Bring laptops?
- File (W4, emergency contact, timesheets, confidentiality, drug, anti-harassment)
- Background check
- Name badges and shirts
- Establishing daily schedule and meetings

4:00 – 6:00

Story Telling

- Carly does intro (Change begins with a story. People will not act if they do not care. Your data doesn't matter if the people in your audience don't have the right story. No amount of facts are going to change their minds.)
- Watch video
- Everyone tells stories in small groups – a time you wanted something (each person has two minutes)
- People tell stories to the whole room – best of each small group
- Story structure: protagonist, inciting incident (somebody wants something), barrier (story gets interesting here), barrier, resolution.

- Basic elements of a story: scene (dialogue,
- Write down 10 things you have done to save energy
- People write a story about how they became interested in saving energy, the environment – 30 minutes
- At least 5 people tell their stories and get feedback

6:00 – 7:00 Dinner

7:00 – 9:00

Ice breaker: Most Random Thing Game

Asset mapping (skills, groups, people)

Introduction to actions

- Action charades and Pictionary (timed)
- Put actions in categories after each one
- Break into teams and work on 1) how does this category save energy? 2) why would you recommend this category to someone? 3) Tell us at least one story about this category.

Day 2

1:00 – 1:20

Team building

- This and That outside (things we have in common)
- Write a YES magazine summary of their summer.

1:20 – 2:50

How to enter a community (30 minutes)

Canvassing ppt (30 minutes)

- Canvassing ppt
- Fear in a hat

Write a script (30 minutes)

Rotation Speed Canvassing (15 minutes)

Debrief (10 minutes)

- Rotation speed canvassing

3:00 – 4:00 Rick Flacco, Energy Trust of Oregon

4:00 – 5:00 Cassandra Robertson, Resource Efficiency Program

5:15 – 6:00 Kathy Stroud, Community Services Consortium

6:00 – 7:00 Dinner

7:00 – 9:00

Ice-breaker: Who will cross the line first?

Introduction to Teams

- Team brainstorms 15 deliverables for the summer (e.g., establish relationships with five apartment complexes, present at 4 neighborhood association meetings)
- A Vision is Worth a Thousand Words: Put them in their teams and make a collage of what they envision for their summer
- Hand out goals for the teams and let them plan

Day 3

Ice breakers

- Share about your collages

1:00 – 2:00

Intro to materials

- Door hangers, flyers, postcards, entry sheets, direct install, lawn signs, postcards
- Shorthand for data entry (NA / NS no soliciting / NH not home, etc)

2:00 – 3:00

Canvassing Training

- Canvassing at doors (break into groups and have them work with all their materials—groups of three: canvasser, resident, and observer)
- Log of who has the book on what date

3:00 – 3:30

- Group debrief
- Positive ways to deal with rejection

5:30 – 7:00

Practice Canvassing in Neighborhood

7:00 – 9:00

Intro to online system, processing data, mailing postcards

What do you want to get more training in?

First Team Meeting

1. Review the map entries and the data entry sheets

Day 4

1:00 – 4:00

Group Work – group goals and schedule, etc.

5:00 – 8:00

Canvassing – ground truth apartment complexes and businesses and distribute door hangers to your zone for the week

Benefits of Energy

1. What are two examples of the benefits of energy?
2. What are two examples of the costs of energy?
3. What are two examples of structural solutions to the energy crisis?
4. What are two examples of behavior solutions to the energy crisis?
5. What are two reasons people might care about reducing energy use?
6. What are five actions people can take to get better gas mileage?
7. What are the basic elements of a good story? (hint: there are four elements)
8. What can you do to make your stories even more compelling?

What are your top three concerns about canvassing?

Storytelling as a Best Practice

Storytelling as Best Practice Story Structure Worksheet (Based on the Goodman Center)

What is the point you want listeners to take away upon hearing this story? (While this may not be evident to your audience until the end of the story, you must be clear in your intended message from the beginning.)

What audience would you want to tell this story to? (At the door, while tabling, at events?)

Who is the protagonist of your story? (Who is driving the action? Who is your audience likely to identify with? Remember, entire organizations cannot be protagonists?)

What does the audience need to know about the protagonist's situation at the outset to understand their "world in balance"?

What is the "inciting incident" that upsets this balance in some way?

What is the protagonist's goal?

What is the first barrier standing in the protagonist's way? (What are the internal or external barriers?)

How does your protagonist pursue the goal? (What happens as the protagonist encounters subsequent barriers, and if there are not barriers, what is keeping the narrative interesting for the audience?)

What are the key scenes at the beginning, middle, and end of your story where you will slow down and show what happens moment by moment? (Remember: stories can be comprised of scenes or a combination of scenes and summary, but never summary alone.)

What is the resolution of the story? (Does your protagonist achieve his/her/their goals or is there another outcome?)

How does this story relate to your Communities Take Charge? (It is emblematic of our mission? Does it show what a single program does? Does it explain why Take Charge does what it does? In short, what should the audience see when you "widen the lens"?)

How to Enter a Community

How To Enter A Community

A Grand Aspirations-created template. Case study citations:

- [Hope Community - taken from their website](#)
- [EXCO - information based on a paper written by David Boehnke and Eli Meyerhoff](#)
- [Casa de Esperanza - information based on a paper by Jodi Sandfort](#)

Length: 2 hours

Goals:

- Get participants thinking about what solidarity means to them
- Reflect and grow without needing to come up with a final answer
- Begin a conversation about the position of your program within the context of the community. This training is written largely for programs made up of people from outside the immediate community you will be working in -- be sure to adapt and allow for the perspectives of participants in your program from within the community.

Preparation needed:

- Make sure you have the following supplies
 - Chalk talk sheets (4), (AKA giant pieces of paper) and markers/pens
 - Printouts – Case Studies on listening, and Principles for solidarity. You can find some existing case studies [here](#), but you are strongly encouraged to write ones for organizations you know about in your area.

Intro – 5 min (5)

Go over the goals of the session. Particularly, make it clear that no one is expected to have the “right” answers or come to any particular conclusions: this session is about reflecting and expanding the mind. Encourage the participants to lean into discomfort.

Bodies exercise – warm up 6 min, each story 4 (18)

Warm up (6 mins) -

SHAKEYS: Speak with energy and move this part along quickly. Have the group do some shakey-shakeys. "Take your left hand, and do the hokey-pokey. Now take your right hand and do the worm. Right leg do the egg-beater. Left-leg do the manual sewing machine."

IMAGINAMINAL: Again, quickly: "Now close your eyes. Imagine an animal. Now for 5 seconds, I want you to be this animal With Your Body."

BREATH: And finally, transitioning into the topic take some deep breaths. Keep their eyes closed for this.

First Breaths) no directions, just in and out

Second Breaths) notice how it feels to have breath inside you, and then to let it out

Next Breath) hold your breath for 10 seconds. How does this feel?

Closing Breaths) just in and out natural.

IMAGINE FOOD: "Keep breathing. Now as you breathe imagine you've just eaten a wholesome and delicious food. Move your body in the way it makes you feel.... Now someone comes up to you with a covered platter and inside is their favorite food. They open it and you suddenly don't want to try it. It looks disgusting but out of politeness you choke it down. It doesn't sit well inside you. Move your body in the way it makes you feel. (The person isn't watching you anymore.)"

TRANSITION: "These intro activities are exploring the idea that even when something is brought with good intentions, it may have different impacts. We're going to read two stories and I invite you to react with your body like we've been doing. These are one take on what it looks like to enter a community."

Stories (8 minutes, then transition back to sitting space - 2 mins)

READ two of the three following stories and have people physically respond. (4 mins for each story)

"The Continent"

Read the following statement.

Settlers are sent to a new continent to find gold and mine it.
They arrive on land inhabited by First Nations peoples
At first the First Nations peoples and the settlers in this particular place are on relatively good terms. They trade resources and skills, both seeking to survive and expand their domain.
But there is increasing tension, fights over resources, which lead to violent battles.
The colony grows and invites more settlers.
The settlers establish churches and schools to "reform" the First Nations peoples.
As colonies expand, they enslave and execute First Nations peoples and force them to relocate.
They claim the land as their own and then sell it or develop it for huge profits.
The settlers enforce a re-education program for First Nations peoples, doing much to erase languages and cultural memory

"Freedom Summer"

SNCC puts out a call for volunteers, seeking Northern whites in part as a political strategy to gain media attention.
Mostly wealthy, white students with generations of college education show up.
They are trained for a week, then sent to different locations throughout the US South.
Some teach in Freedom Schools and because they have been sheltered from racism until now, they teach a less political curriculum than SNCC organizers would have.
Some register voters and they don't know until they leave that there was an elaborate safety network set up in the local black community to protect them from white violence.
Some SNCC organizers worry that the volunteers are in the way of local leadership.

“Katrina”

Hurricane Katrina hits New Orleans and the Gulf Coast.

Over the next years, volunteers come in droves to help provide health care and rebuild.

There are tourist companies that drive vans through the areas most hit by the floods.

There are security companies making profit by guarding public housing units, keeping former residents from moving back in.

One of the volunteers receives a PhD for research about politics after Katrina.

An organization requests to run an anti-oppression workshop with the volunteers, but this requires shutting down the clinic for two days.

(After you finish reading each of the stories you have chosen, you can encourage expression in the following ways :)

If you wish, say a word or phrase about your position / feeling.

Notice the positions others are in. Say a word or phrase about what you see.

Say a word or phrase that's on your mind.

Take a seat and check in with a neighbor – 4min (22)

What is solidarity? -24min (44)

There's a volunteer who writes about going to New Orleans after Katrina, where a slogan that the organization repeats is “solidarity not charity”

Journal for 7 minutes: What is solidarity? Think of examples from your own life.

Sharing back to the larger group for 15 minutes

Molly McLure writes - “A definition of solidarity I've heard is that it's about providing concrete support to an oppressed group so that they can more easily use their own power to change the conditions of their lives. As I understand it, solidarity is about working with people who are struggling for their own liberation in a way that means my future gets bound up with theirs.”

Principles for being and acting in solidarity- 6min (50)

Go through the list, asking people to raise any questions and think about examples they know that give concreteness to the principle.

Take action.

Listen and learn.

Make space for people from marginalized groups to define the structures of oppression from their own experience.

Listen humbly to criticism.

Use your privilege in partnership with those with less privilege.

Support leadership from marginalized communities.

Intervene, challenge and support other people with privilege to grow.

Take chances. Make mistakes.

Expect to make mistakes and fix them when you do. Alliance work is built upon trying things, making mistakes, and going on.

Get support, accept support.

Don't recruit. Build mutually-beneficial partnerships.

(adapted by Kusum Crimmel from material created by the Todos Institute 2003)

Don't force your agenda, co-create an agenda through listening, collaboration, and respectful humility.

Get invited and be inviting.

Defining what community we are working with / working in- 5min (55)

When you think about working in solidarity this summer, what community are you thinking about? We don't all have to agree about this right now, but we should start sharing our different responses.

Have a volunteer write the answers on a visible wall.

Articulating our intentions – (role play) 10min (65)

Split into pairs and pretend you are meeting a community member and they ask what your organization is up to. Practice that conversation – and the partner should not impersonate a community member, but pose difficult questions about “Why are we here, in this community? What do we hope to achieve?”

Case studies of listening – 28 (1:33)

Break into small groups. Each group has a different 2-page case-study to read through. You can find some existing case studies [here](#), but you are strongly encouraged to write ones for organizations you know about in your area.

Discuss it. What do you like about what the organization has done? What can we learn from it? What might we do differently? Come back to the big group with at least one idea for action in your organization. 10 min read, 10 min discuss, 8 min big group

NOTE: These case studies are local examples I came upon through personal connections. If you're looking for others, here are a few starting places:

<http://www.listeningproject.info/results.php>

<http://anarchistnews.org/?q=node/11506>

Center for Third World Organizing

Movement Strategy Center

Catalyst Project (for white anti-racist organizers)

Structure of accountability for our organizations and acting in solidarity (chalk talk) – 7 (1:40)

For 7 minutes, divide into 4 groups (each group small enough to share one large sheet of paper.) Silently, have a conversation on the paper using written words, drawings, and symbols about concrete steps you can take to be held accountable to the community, and work in solidarity effectively.

For 10 minutes, join another group and talk about what you wrote. Pick 3 ideas you will take responsibility for making happen. Write them on a big visible collective space with a name and a deadline next to it.

Evaluation – 10 (1:50)

- What other discussions do we want to have, after this training?
- What worked well about the training?
- What would you change?

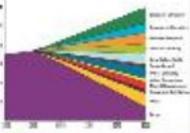
Canvassing

Personal Conversations



Intellectual Appeal

- Using hard science to explain or prove the importance of making an environmental program
- Examples include:
 - Graphs or tables, as in reports or scientific journals
 - Technical diagrams
 - Hard science with explanatory graphics



Moral Appeal

As great people, it is our responsibility to take care of the Earth and its species



Framing: What kind of Message can we use?



Urgency

- Focusing on the importance of acting immediately to reduce the negative impacts (e.g., using sea levels)



Focusing on What We've Lost

- By addressing species that are already suffering or in human custody, people feel responsible and may make lifestyle changes to prevent future losses
- Examples include:
 - Endangered species, captive animals, coral reefs, habitat loss, etc.



Humor

Keeps information light-hearted and fun



"Oh well... Let's just eat a burger."

Emotional Appeal

- Using a specific species of an animal or person who has an addressable story or even exhibition to address the significance of acting now
- Examples include:
 - the charismatic polar bear, or people who are important because of using sea levels in developing countries



Focusing on What We Can Save

- Father than focusing on what's already been lost, addressing what we still have time to save
- Examples include:
 - preventing additional deforestation, investing in endangered species programs, etc.



WWF

Communities Take Charge Canvasser Script

Example Introduction: Hi! My name is _____. I am a volunteer with the Communities Take Charge program.

Then ask an open-ended question: How are you doing this evening?

Or ask a close-ended question that will probably solicit a positive response: Have you seen our door hangers or lawn signs around your neighborhood?

Or ask a question that acknowledges the moment: It is a beautiful evening isn't it? That was a crazy storm earlier wasn't it? Oh, I my parents have a huskadoodle too! What is his name?

Write your personal introduction after reviewing the Canvassing Tips

SOC 519: Every year the intern team added to this tips sheet so we could pass on lessons learned from the previous year.

Communities Take Charge - Canvassing Tips

The Communities Take Charge program uses a low-pressure, informal canvassing style. Our primary goals are to engage people in a conversation and get them to join the program. Even though the program is about energy, the best connections come when canvassers simply talk with residents about anything. Keep the goal of getting residents signed up in mind, but don't let it dictate your conversation. When you invite someone to join the Communities Take Charge, your offer should bubble up organically. Sometimes it is best to have a casual, relaxed conversation and then discuss Communities Take Charge. Building community and making connections takes time, so don't feel like you need to rush conversations. Also, conversations may start roughly, but they generally get smoother as they progress. Here are a few things to keep in mind while canvassing:

Creating a positive & lasting impression on people, having a meaningful interaction with them:

- Often, our own nerves get in the way of a successful canvas. Because we are nervous, we are prone to accepting rejection easily because that quickly gets rid of the discomfort of being nervous. That is why even if someone turns you down initially it's important to push back a bit. Often, **turning you down is habitual response rather than a real one, especially because we are assumed to be selling something or working with a religious intent.** Push back and you may find the person opens up to you.
- **Jokes ease tension!** Look for humor in your canvas as a way to relate and make things more comfortable. People that are smiling and laughing are much more receptive to things.
- **Residents love to see you follow up in person!** If there's a person you had an especially good conversation with, go back and speak with some more at a later date.

Just showing up is okay, tell them you want to know how their Take Charge actions are going (this also works well for phone follow ups).

- Asking residents to sit down on their steps with them or on a porch chair is a great way to **establish casual conversations**. It's even better if the resident asks you!
- **Be aware of the present moment**; if a lady comes to the door holding a baby, don't start the conversation with Communities Take Charge, acknowledge that she's holding the baby! Be present and aware of the situation as it's unfolding. Almost treat the resident like you would a guest in your house.
- **The One Below This is Very Important!**
- *Relating to residents on a human level is the most important aspect of all of this. Establishing a genuine human connection is key to engaging people in future neighborhood involvement. Also, it's genuinely rewarding; you'll make friends with some awesome people 😊*

Messaging/Making the Pitch

- **The BIG purpose is important!** Lay out our larger campaign goals and vision for Corvallis in the future and this project as a model for other neighborhoods and cities.
- **Link the resident to your own personal story:** What am I doing here? Why am I doing this?
- **Ask residents for their vision or story!** This is one of the most powerful--and underutilized--tools we have as organizers. People aren't often given the space to share their vision or story, this may be the first time someone has asked them this. (For example: "You are already doing a lot to save energy. What got you interested in energy efficiency?" "You've been living in this neighborhood a long time. Has it changed much over the years? "You're getting your master's in environmental science? What are you focusing on?"
- **Guide the resident to choices on the menu**
- **Have personal favorites and suggestions**
- **Hand menu to them** and let them read through lists at their own pace. Step back, give them space.
- Tell residents "If you see something interesting, I'll be here and write down your choices"
- Avoid the word "commitment" and like the work "try."

Good Lines to Include

- Utilize neighbor's names: "I just talked with Bob on 12th and Taylor..."
- Emphasize peer pressure aspects... "so and so down the street has already signed up" etc...
- Ask residents for neighbors they think would also be interested in the program (internal recruiting).
- The line: "I really hope that next time it will be your neighbor talking to you" is a good way to message that you'd like the neighbors to get involved.
- Inform resident if their house is especially ideal for a lawn sign.

Responses for "Done Everything" People:

- Check out the "I need a challenge" list on the back of the menu.

- Relate to self (What are you doing to challenge yourself to save energy this month?)
- They can make up their own action (e.g., “If you have a wish-list of actions you’ve been meaning to get to, we could include a few of those on your list for the month.”)
- Recruit 3 more people?
- Would you be a resource for others?

Canvassing Tips

Approaching the door/holding materials--

- Knock (3-5x) **firmly**. Step back, stand to side. Stepping all the way down off all of the steps may encourage the resident to come out and sit with you.
- State your purpose
- Hold your clipboard by your side.
- Smile--be friendly + enthusiastic! ☺
- Pace yourself: speak slowly and give them S P A C E to respond!

Recording Information

- PLEASE WRITE VERY CLEARLY
- Take notes thoroughly and carefully
- Fill out all the information for every participant
- Once you have written the participant’s information, ask him or her to confirm the information
- At the end of each day, record your data in the Weekly Canvass Report, enter new resident’s data into the database, and send them a postcard with a personalized note.

Canvassing Logistics

- PLEASE stay in your assigned zone
- Call a Program Leader if you have questions while canvassing or need another zone

TIPS FROM THE 2012 INTERNS

Best Tips

1. As you walk up to a door or see someone walking towards you at a tabling event, take a look and be aware of anything about him or her or the current scenario you can comment about. Find something unrelated to Communities Take Charge and relate to them on a personal level. The possibilities are endless but here are some examples:
 - a. “I see you planned for the weather today, I wish I would have thought about wearing a hat like you on a hot day like today!”
 - b. I noticed on your driveway you have a “ Grandkids get spoiled here!” sign, my grandparents have one of those too I saw it as I walked up and felt a nostalgic happiness come over me.

- c. "Go Beavers!"- To a kid walking with parents. Relating to kids is always a good start if you think the parents could be interested in signing up.
 - d. "I saw a plant near your patio that I have at my parent's home, it sure is beautiful isn't it? What's it called again?"
 - e. Anything at all you can relate to can be a great and non-threatening or intrusive way to initiate or continue a conversation with someone.
2. Another note on approaching people, one of the first things out of your mouth should be " I am not selling anything or asking for money"
 - a. One possible full introduction for door to door canvassing could be: " Hello my name is _____ and I am not selling anything or asking for money, I am working on a program called Communities Take Charge and we are inviting people to try 3 energy saving actions for a month." After your introduction, what you say next is fully based upon their initial reaction.
 - b. Another possible intro is: "Hi there my name is _____ and I am a college student working on a free program called Communities Take Charge which aims to save people money and energy. I'd love to tell you about this awesome program." If they say no, then follow with: "Ok well here, please take this flyer and if you have some free time check it out and see what you think!"
 - c. Here are some other possible introductions for you to build upon:
 - i. Have you heard of the free program Communities Take Charge?
 - ii. We are students working on a program to reduce energy use in Corvallis, how are you?
 - iii. (Make yourself easily seen with your T-Shirt) " Hi can I please tell you about our free energy saving program?"
 3. No matter where you are make sure you are speaking LOUDLY AND CLEARLY!!
 - a. Whether it is a young or older person, it is essential to announce your words and speak in a friendly, clear, and professional tone.
 4. No matter where you are stand in an inviting way☺
 - a. Have a menu in your hands but not a clipboard; people often affiliate a clipboard with petitions and other things that are often rejected.
 5. Sometimes it is best to suggest your favorite actions or the most popular of the week, month or summer. When you do this make sure you are offering a suggestion that could be taken well. For example, do NOT suggest Meat Free day/week at the Benton County Fair... If you don't understand Chrissy or Carly can explain it to you.
 6. When at a tabling event, it is okay to be persistent and make yourself readily available. If you are helping someone and another person comes over and your partner is busy, politely tell the person you are currently talking to to keep looking for actions or filling out the paperwork and you will be right back.
 7. If you are at a tabling event, pack candy! Offer candy or gum to kids and those who sign up. At the fair in 2012 there were a large number of people who were attracted to the candy and then signed up for the program.

8. When you are working with a group, make sure to have a plan and remain organized.
9. When working in groups it is vital to only have 2 people at one time doing outreach, otherwise it can be messy.
10. When canvassing, make sure to take the extra time and on each sign up sheet you write the persons name and date as well as the zone. Each sheet whether it is in the books or on a green/purple sheet should have all the info. This may seem redundant, but it will help you if there is every any mix up or question about numbers, location, etc.
11. Communicate with your other interns on a daily basis about numbers during canvassing, as well as hours. Make sure you stay on top of you data on a daily basis.

Worst Tips

1. Do not have a long introduction! Be simple and concise.
2. Do not appear unorganized. When you are canvassing, keep you papers, clipboards, menu and any other supplies in a neat fashion, this will help you and also represent you professionalism to your target
3. When tabling one of the worst things you can do is just sit in your area and wait for people to come over. This is almost a guarantee failure during your shift. You need to be standing up, smiling, engaging people, and be excited to have the opportunity to help people save energy and money.
4. Whether you are canvassing or participating in team building, it is rare that a close-ended question is required. These roadblocks will ruin the flow of a conversation and can make it very difficult to relate to anyone.
5. Do not get behind on your registration, make sure that within one day of canvassing that you are all caught up on registering sign ups.