

RESIST. REVOLT.

VAN Training Facilitator Guide

60-minute training | Master the tools. Build the base.

Welcome and Introduction 5 mins	Welcome and Introduction 1 Introduce yourself and thank every comrade for coming. 2 Go over the training's goals: • Understand what VAN is and why we use it • Learn VAN's most practical tools 3 Set collective norms: • Devices down (except for the hands-on sections). Keep the space focused. • No side conversations. Respect each comrade who has the floor. • Lean in. Our time together is short. • Step up, step back. Quieter comrades, step up. Talkative comrades, make room. Power is shared here. • Assume good faith. We are on the same side. • Use the question parking lot. Hold questions for the end; many will be answered along the way.
What Is VAN? 5 mins	What Is VAN? 1 VAN stands for Voter Activation Network. It is also called VoteBuilder. 2 VAN is: • A database • A web application • A tool for organizing working people at scale 3 VAN has three separate databases, each with its own tab: • MyVoters: everyone registered to vote in the state, with data straight from the County Recorders. We use it to track outreach to voters. We cannot add people to MyVoters. • MyCampaign: everyone who has gotten involved with our work, or past campaigns, in some way. We use it to track all organizing and volunteer activity. We can add people or copy them over from MyVoters. • Voter Registration: where we enter the registration forms collected by comrades and organizers.
What Does VAN Do? 5 mins	What Does VAN Do? 1 Tracks registered voters • Every state must keep a computerized list of registered voters under the Help America Vote Act of 2002. • VAN organizes and enhances that list so we can organize with it. • It receives regular updates from the County Recorders. 2 Records comrade information • Who has volunteered, who wants to, who is scheduled next, and how to reach them. 3 Organizes our organizing • Recruitment, registration and voter contact have many moving parts. • VAN breaks the work into a repeatable process we can sharpen over time, getting the most out of every hour of collective labor.

Using VAN: Quick Look Up 20 mins	Using VAN: Quick Look Up <i>Facilitator note: have participants follow along on tablets or laptops if possible.</i> 1 What is it? One of VAN's most basic tools. It finds a person using almost any information we have: name, contact info, address, or VAN ID (a unique number for every person). It works the same in MyVoters and MyCampaign. 2 Using it (demo in MyCampaign): - On the MyCampaign homepage, select Quick Look Up at the top of the screen. - Enter as much as you know and click Search. SmartName search also returns nicknames and similar spellings (John, Jack, Johnny, Jon). 3 Profiles: the top of the profile shows name, phone, email and address. 4 Contact information: scroll to the Phone Numbers and Email dropdowns to view or update them. Current contact info is critical so we can reach people. 5 Contact History: shows the last time someone was called, texted or canvassed. Select Add New Contact to record an attempt manually. 6 Survey Responses: Contact History shows <i>when</i> we reached someone; Survey Responses show <i>what they said</i>. Select Add New Survey Response, enter the date, canvasser, contact type, question and answer, then Save. 7 Activist Codes: tags applied to people, such as Spanish Speaker, LD Chair, or Supporter Housing. 8 Tip: reorder the profile. - Click the three-line icon at the top right of any dropdown and drag it into place. - When finished, choose Save Page Layout under the Actions menu in the right-hand column.
Using VAN: Pulling a Comrade List 20 mins	Using VAN: Pulling a Comrade List <i>Facilitator note: have participants follow along on tablets or laptops if possible.</i> 1 The basics - Building a list of comrades is one of VAN's most important jobs. - Once you have a list, print it to call from paper or set up a Virtual Phonebank. 2 Building the list (example: everyone who said "Yes" or "Maybe" to volunteering) - In MyCampaign, select Create a List from the left-hand menu. - Open the Survey Responses dropdown, choose the volunteer question, and select "Yes" and "Maybe." You can also filter by "Canvassed By" (yourself) or a "Date Canvassed" range. Narrow by geography. Don't call someone in Prescott for a Phoenix event. Select Add Step, then Narrow People, then Addresses. In MyCampaign, narrowing by city or ZIP code radius works best. Narrow to people with phone numbers. Open the Phones dropdown, click Type, and select Check All. Phone labels in VAN are often wrong (cells listed as home phones and vice versa), so checking all avoids leaving anyone out. - Select Preview My Results to check the list size, then Run Search. 3 After you run the search - You'll see the details of your list. - Choose Print for a paper call list, or Calls to set up a Virtual Phonebank. - Use Virtual Phonebanks whenever possible. Data is entered as you call, so no one is stuck doing data entry afterward.

Debrief and Close 5 mins	Debrief and Close 1 Check that the key lessons landed. Ask the room: • What is VAN? • What are VAN's three databases, or tabs? • What does VAN do? • What are the steps to build a list of everyone who said yes or maybe to volunteering? 2 Go over next steps for every participant. Leave no comrade without a next task.
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