



## New Organizing Institute

Greetings!

After nearly four years of training liberty-loving leaders and individuals across the country, *The Voices Of America* will take a sabbatical from politics as of March, 2013. In February we completed our travels with a four-day, presentation-tour of South Carolina. Our presentation, which was well received, can be [viewed at the bottom of our "Approach" website tab.](#)

Warren Edstrom and I founded *The Voices Of America* as a non-profit organization in early 2009 to benchmark the most effective methods to impact politics and policy and to make these methods available nationally as a service to leaders and individuals new to the political process. Since then, *The Voices Of America* website has experienced tens of thousands of page views per month and has become the highest Google-search result for relevant keyword searches. Our newsletter is subscribed to by thousands of leaders in forty-eight states who are interested in preserving American Exceptionalism. We have also traveled extensively throughout the United States and have given presentations to thousands of regional and state leaders, starting with our keynote address at the first *National Tea Party Convention* in Nashville, TN in February, 2010.

### Quick Links

[TVOA Home Page](#)



### [New Organizing Institute Introduction Video](#)

### New Organizing Institute Training Links

#### [Organizing & Leadership](#)

- [Setting Up and Supporting Volunteer Teams](#)
- [Building Teams](#)
- [The Story of Us & Now](#)
- [Building Relationships](#)
- [Getting Commitments](#)

#### [Tools for Trainers](#)

When we first started *The Voices Of America* website, we were the only comprehensive online source for training on precinct organizing and neighborhood advocacy. Even Democrats thanked us for creating the website, although we had to remind them that the mainstream "Silent Majority" has many more adherents than do Progressives. Our initial benchmarking research revealed an abundance of excellent Progressive organizing material dispersed across the Internet. It also revealed a dearth of this type of information for Conservatives. We captured these Progressive learnings on our website, and since then have added key learnings from many of the relevant books we have read.

Throughout this time Progressives lacked a central repository of information, until now! The Progressives' *New Organizing Institute* website was officially launched in late 2005 with just a handful of people. It has now grown into a well-funded and well-staffed organization out of Washington, DC. In fact, as a result of the 2008 Presidential election, the *New Organizing Institute* was able to recruit many young people who were newly-interested in politics and organizing. Harvard's Marshall Ganz is behind the *New Organizing Institute* and is the mastermind behind the featured organizing technique, elements of which are summarized in his Fall 2009 Ganz Organizing class notes. Ganz has been a key adviser to the Progressive campaigns since prior to the 2008 Presidential election. He is not only responsible for the messaging in the presidential campaigns, but with House Meetings in 2012, created the largest ground game ever amassed for an election.

The *New Organizing Institute* is now the nation's leading Progressive advocacy and campaign training website and it is quietly and forcefully redefining the way campaigns are run and social change happens. All content, much of which are videos, is free! *The Voices of America* strongly suggests that you take advantage of this free training and reverse-engineer it for your liberty-oriented movement. We list just some of the major, hot-linked training videos in the right-hand column of this newsletter.

Since its beginning, *The Voices Of America* has essentially been self-funded. Consequently, we are in no position to compete with the *New Organizing Institute*. While some might think that we missed an opportunity to create a similar

- [Public Speaking](#)
- [Principles for Effective Skills Training](#)
- [The Art of Facilitating](#)
- [The Choice](#)

#### Voter Contact

- [Targeting for Local Campaigns](#)
- [Direct Voter Contact](#)
- [Canvassing & Phone-Banking](#)
- [Early Vote & Vote by Mail Strategy](#)
- [Social Media Contact Tools](#)

#### Campaign Management

- [Communications, Media, and Message for Local Campaigns](#)
- [Volunteer Recruitment & Capacity Planning](#)
- [Early Vote Events & Door-to-Door](#)
- [Guide for Campaigning to Engage & Win](#)

#### Get Out-The-Vote (GOTV)

- [Introduction to GOTV Strategy](#)
- [Prepping Your GOTV: Prepping, Timeline, and Staging Locations](#)
- [GOTV Minute by Minute](#)

#### Online Organizing

- [Introduction to Online Organizing](#)
- [Social Media for Organizations](#)
- [Online to Offline: Volunteer Recruitment & Support](#)
- [Blogs & Blogging](#)

#### Data Management

- [Leading a Data-Driven Action Program](#)
- [Managing Data for Local Campaigns](#)
- [Excel List Cleaning](#)

#### How to Use Campaign Software (NGP.VAN)

- [Overview of Voter Action](#)

organization and website for Conservatives, this was not "in-the-cards". Much of the available Conservative donor monies are controlled by the GOP and by many of the Conservative organizations such as *Americans for Prosperity*, *American Majority*, *FreedomWorks*, etc. All of these organizations have self-serving interests in growing their organizations, influence, and donor base. It has been a real disappointment that many of these organizations, while providing excellent grassroots training for which attendees usually pay a nominal fee, have not been willing to make all their training available for free on their websites.

Please share this newsletter broadly with your relatives, friends, neighbors, organization, and associates. We must ensure that all like-minded liberty-oriented individuals and organizations are aware of the best practices for [Neighborhood Activism](#) and [Neighborhood / Precinct Organizing](#). To facilitate sharing, just click on the [Facebook](#), [Twitter](#), etc. icons on our home page.

In liberty,

[Peter H. Wolf](#) on behalf of [The Voices Of America](#) & [Warren A. Edstrom](#)

*TheVoicesOfAmerica.org* provides *Neighborhood Activism & Neighborhood/ Precinct Organizing* best-practices training to all liberty-oriented individuals and organizations nationally. The website is the only comprehensive *Neighborhood Activism & Neighborhood/ Precinct Organizing* training website on the internet and is the top Google search result for "precinct organizing". Our [newsletter currently reaches like-minded individuals and leaders in over forty-eight states](#).

- [Network \(VAN\)](#)
- [VAN - Basic Functions to Coordinate Volunteers](#)
- [VAN - Virtual Phone Banks](#)

[Election Center](#)

- [Polling Place Data](#)
- [Ballot Information](#)
- [50-State Election Rules](#)

[Resources](#)

- [Hispanics are the Future of Progressive Strength](#)
- [Engaging the Emerging Majority](#)
- [New Media Resources](#)

**Links to all TVOA Mainstream Activism Newsletters**

[Call to Activism](#)

[Engaging Hearts & Minds](#)

[Education](#)

[News & Media](#)

[Values & Principles](#)

[Talking Points](#)

[Forward email](#)



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