



ORGANIZING HANDBOOK 2.0

Welcome to Team Julián!

Grassroots supporters like you win elections. We need you — our best ambassadors — to spread the word across the country about Julián, his story, and his people first vision for the future!

Simply, what we need you to do —

1. Gather your friends, family, neighbors to form your own Team Julián.
2. Use this guide and your expertise about your own community to organize your community and create your plan to take action.
3. Take action - collect commit to vote cards, host phonebanks, and help us get on the ballot in your state.
4. Share what you're working on with us and post on social media!

THIS HANDBOOK

Part 1

Our Fall Plan will give you an overview of our fall objectives for the volunteer teams across the country, and how to get them accomplished - such as hosting phonebanks, getting Julián's name on the ballot in your state, and collecting commit to vote cards.

Part 2

The Organizing Toolkit serves as your reference guide on how to be the best organizer for Team Julián that you can be. It includes Julián's policy plans and issue stances, training guides, and checklists for events.

*If you're using your computer, this handbook is interactive! Click on titles in the Table of Contents to move around and click on links and emails throughout for quicker access. In Part 2 - Organizing Toolkit, our checklists are interactive too. Click on the boxes and watch a checkmark appear!



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Resources

TEAM JULIÁN VIRTUAL FIELD OFFICE

Workspace URL: teamjulianftf.slack.com

- We use a messaging platform called Slack as our ‘virtual field office.’ Slack provides a space for those organizing locally in your communities to connect with other volunteers like yourself. This can be something you check every so often, or every day. If you’re jumping back into the virtual field office after an absence, don’t feel like you need to catch up on everything! The important messages will be pinned with the pushpin icon at the top.

Joining Slack

1. To sign into Slack for the first time, click on “Join the Virtual Field Office” at organizing.juliancastro.com
2. To sign into Slack after you’ve created your account, open the Slack application or go to teamjulianFTF.slack.com
3. You can download the desktop and mobile apps at <https://slack.com/downloads>
4. If you have any trouble getting into Slack, send us an email at organizing@julianforthefuture.com

STARTER TOOLKIT

Order at organizing.juliancastro.com

- Your toolkit will have everything you need to start organizing in your community! It includes: a print out of this handbook, placards (paper signs), commit cards, palm cards (campaign literature), bumper stickers, and buttons.
- There are three ways to order your toolkit. You can order it at cost, \$25, choose what you pay, or ‘pay it forward’ by donating more with your kit. Your donations will give other volunteers the ability to access these important resources!

EVENTS PAGE

juliancastro.com/events

- You can post your events at julianforthefuture.com/events -- click “Host an Event” and follow the prompts to post.
- You’ll have the option to make your event public or private. If you make your event public, it will appear on our events page for others to find. If you make your event private, people will only be able to see it if you share the link directly with them.

If you have any questions at any time we’re here to support you — you can reach out to us at organizing@julianforthefuture.com.

OUR VALUES

Welcome to Team Julián!

We're so glad that you have decided to volunteer your time with Julián for the Future. Volunteers are a vital part of any campaign and an especially integral part of a grassroots campaign such as ours. This campaign could not exist without you.

We are a small and scrappy campaign and we need your help to get the word out. Grassroots organizing is what will win this election - research shows that peer-to-peer conversations are what moves voters. You are the best spokesperson for Secretary Castro among your peers and as more people get to know Julián, we get more support.

Together we will work to further Secretary Castro's vision for America - to be the smartest, the healthiest, the fairest, and the most prosperous nation on earth.

We are a team that puts people first and believes everyone counts. We are a community that not only accepts people for who they are but one that supports and encourages our members to be their authentic selves unapologetically.

As members of Team Julián, we have a duty to conduct ourselves in a manner that matches the values of our candidate. We will set our collective compass toward fairness, kindness, and justice, and follow where these values lead.

We will respect one another and extend that same respect to other candidates and their supporters in all spaces- whether that be in person or online. Harassment of any kind - including but not limited to physical, verbal, and sexual harassment - will not be tolerated in any Julián for the Future created spaces, including the virtual field office, headquarters, physical field offices or event sites.

If at any time another volunteer or member of Team Julián is harassing you please send an email to bethanie@julianforthefuture.com.

We will say ya basta to hate and bigotry and work toward becoming one nation with one destiny.

ONLINE TEAM OVERVIEW

Our Virtual Field Office

We use a messaging platform called Slack as our ‘virtual field office.’ Every day we post campaign updates and daily projects for remote volunteers to complete. Slack also serves as a space for those organizing their own communities to connect with other volunteers.

The URL for our Slack workspace is teamjulianfff.slack.com

Joining Slack

1. To sign into Slack for the first time, click on “Join the Virtual Field Office” at organizing.juliancastro.com
2. To sign into Slack after you’ve created your account, open the Slack application or go to teamjulianFTF.slack.com
3. You can download the desktop and mobile apps at slack.com/downloads
4. If you have any trouble getting into Slack, send us an email at organizing@julianforthefuture.com

The ‘Online Team’

The virtual field office consists of different teams (channels) where volunteers complete daily projects to support our teams in the early states as well as volunteer team leaders across the country. These channels include the #call-team, #texting-team, #research-team and #data-team. Guides on how to complete projects are in each channel in the pinned messages (click the pushpin icon).

How the online team supports local volunteer teams

The online team can support the efforts of local organizers like yourself by making calls and sending texts to other Julián supporters in your area to help recruit for your events.

If you’d like us to help recruit for your event, email us at organizing@julianforthe-future.com

Connecting with other local leaders

If you're using this handbook to organize a local team, please join the **#local-organizing** channel where volunteers organizing their own community can connect with staff and other volunteer leaders across the country.

The **#local-organizing** channel allows organizers from across the country to connect and share ideas about what's working for their team. There are also area specific channels for people in certain cities or states. Local organizers can use Slack to plan organizing meetings or other events with their team.

If there is not already a channel for your area, post in **#local-organizing** and tag @Lillie.

When you're organizing your local team's phone banks, you'll go to **#call-team** to get started.

Learn more about hosting a phonebank on page 9.

Other channels in Slack include:

#general - Staff and volunteer leaders post important announcements here.

#campaign-updates - We'll share articles, updates on polls, or other news on Julián's schedule.

#amplify - This is where we'll post tweets, messages, or other content we want your help amplifying on social media.

#random - Serves as an open forum for anyone on Team Julián to share articles, stories, questions, or photos.

Should I volunteer on the online team or organize my community?

If you're able to, organize your local community! Nothing can beat forming relationships in person with other supporters and talking to voters face to face about issues that are important to you and why you're supporting Julián Castro.

We want to make helping the campaign as accessible to everyone as possible, and for some folks, they may not have time to plan an organizing meeting, but they do have an hour a week to make phone calls into Iowa.

Essentially - **we want you to do what's best for you.** We appreciate all that you do!

Log into slack to join the online team or connect with other local leaders at teamjulianftf.slack.com



PART 1: OUR FALL PLAN

This part of the guide will share how to take action with Team Julián to talk to voters in your state and in the first four primary states. Part 2 will share best practices on how to take action, including guides on sharing your personal story, hosting a great team meeting, and all about Julián Castro and his issues.

This Fall, we need you to:

1. **Form a local Team Julián** with your friends, family, and other Julián supporters near you to get to know each other, build community, and make a plan to work - page 8
2. **Host a phonebank** and help us talk to thousands of voters in Iowa, New Hampshire, Nevada, and South Carolina by hosting phonebanks - page 9
3. **Collect commit to vote cards** in your community to lay the foundation for growing our campaign in your state and build our list nationwide - page 11
4. **Talk to voters in your community** by hosting events for undecided voters or attending local community events - page 13
5. For some states - **help us get Julián name on the ballot in your state** - page 14

FORMING YOUR OWN TEAM JULIÁN:

GATHER YOUR FRIENDS & FAMILY, AND OTHER JULIÁN SUPPORTERS

Our first step to electing Julián is to form a team!

Host your first organizing meeting

Meetings provide a space to share your progress with other local Team Julián members, trade advice about collecting commit cards, discuss campaign updates, and to plan your next steps.

Read the guide on how to host a great organizing meeting on page 24

Bring in new people!

Some people (like you!) may be ready to get to work right away, making phone calls, collecting commit to vote cards, or collecting signatures to get on the ballot.

You can host other events to build community and get to know each other, introduce Julián and inspire other people to feel committed too.

■ Watch Party

- Watch parties allow you to experience important campaign moments with your community.
- You can host a watch party for a debate, forum, town hall livestream.
- PRO TIP: Ask people to arrive 20 minutes beforehand so you can visit with one another and mute the TV during commercials so people can get to know each other.

■ House party for people who are uncommitted to a Presidential candidate

- Earn the support of new people by taking the time to review why you're supporting Julián and sharing what excites you the most about the campaign.

■ Coffee meeting

- Contact a local coffee shop or small business restaurant and ask if you can reserve a few tables. Then, invite people to fill the tables as you discuss the campaign. An informal meeting is great for those who are uncommitted to a presidential candidate.

■ Policy Review Chat

- You can read and discuss the policy proposals found at issues.juliancastro.com.
- You can also look for articles that review Julián's policy proposals to make comparisons between other candidates' proposals and give context.

If you only remember four things about hosting an event:

1. **Have a purpose.** Whether that's introducing Julián, reviewing policy proposals, or having a working meeting with your team, make sure you are respectful of others' time.
2. **Make everyone feel welcome.** Say hi to everyone, introduce people, ask people to contribute their ideas, invite them back to join a future event, and thank them for coming.
3. **Sign everyone in to your event so you can follow up with them afterwards.** Use a sign in sheet to collect their name, email address, and phone number so you can stay in touch! Then, email the sign-in sheets to organizing@julianforthefuture.com, so you can add them to our list.
4. **Make an ask.** By attending any event, people are showing you that they care and want to take action. Invite them to be a part of the campaign by donating, volunteering to collect commit cards with you, or attending a community meeting to talk about Julián.

Learn more about hosting a great event on page 24.

PHONEBANKING:

HELP US CONNECT WITH POTENTIAL SUPPORTERS

Why do we make phone calls?

Calling voters in early states is the most impactful thing you can do to help earn support for Julián and qualify for future debates. Our campaign will talk to voters in many ways, through TV or online ads, mailers, texting, or in person at community events or block walking. Research has shown that supporter to voter conversations is the most effective way to motivate voters to turn out to vote or caucus. Reaching out to voters over the phone is one of the ways this can be accomplished.

When you make calls as part of a phonebank, you are helping persuade likely voters to support Julián. It's not too early to ask for commitments to vote or caucus for supporters, and likely, we need to have multiple 'persuasion' conversations with voters before they may choose who to support.

We are only a few months away from when people vote, but this also matters for right now -- the qualifications for the next debate are determined on polling. We need voters to share with pollsters that their number one pick is Secretary Castro.

Who are we calling?

When you host a phonebank or make phone calls with our online call team, there are a few different folks that you could be calling

1. People on our list who have signed up for emails or donated to the campaign
2. Potential voters. We can target two types of voters - people who vote often but aren't committed to Julián yet, or people who are likely to support Julián but may not typically vote in primaries or caucuses.

Why do we need you to make phone calls?

Each individual conversation matters, and all together, when many volunteers are reaching out to many voters, we can begin to move the field and make a difference. Even though you may be talking to voters from another state, you can still have genuine and meaningful conversations. You sharing your personal motivations and showing your commitment by taking the time to volunteer will show our potential new supporters the broad base of support we have.

HOSTING A GREAT PHONE BANK CHECKLIST -

Tell folks to bring their computer or tablet, phone, and headphones (if they'd like)

Find a quiet space where folks can spread out - you can look into reserving a room at a library or host in someone's home

Join the #call-team channel in Slack (our virtual field office -- **read more on page 5**)

Go through the steps on how to make phonecalls. Read the training guide and follow the instructions. This way you'll feel a bit more comfortable as a host and be prepared to train other volunteers. You don't need to be an expert, though! Once you and the other volunteers are in the #call-team channel in Slack you can ask questions and a staff member or volunteer leader will get back to you ASAP.

- We make phonecalls two ways -- to confirm what we are scheduled to call for on the date of your phonebank, you can reach out to Bethanie via direct message in Slack or at bethanie@julianforthefuture.com.
- You can find a printable version of our call team guide on the day's pinned post in the #call-team channel on Slack. Phonebankers are also welcome to pull this guide up on their phones or tablets while making calls. We make calls through OpenVPB and the ThruTalk dialer, so be sure that the guide you are using matches the project for the day.

Quick Links

1. [Slack Channel - Our virtual field office](#)
2. Recruit for your phonebank by posting your event here: www.juliancastro.com/events

GET STARTED

- Read through this guide first on our process for making phonecalls.
- Read the guide on how to host a great event (**page 23**) to get tips on how to host a successful phonebank.
- Join our Slack team to get into our ‘virtual field office’
 - Here, you can connect with staff and other volunteers, ask questions, share how your calls are going, and make connections
 - Sign in at teamjulianfff.slack.com. If you need an invite, email bethanie@julianforthefuture.com
- Before you make calls, read through the event details provided in the daily #call-team post as well as the call team guide to familiarize yourself with the information.

WHAT TO EXPECT WHEN MAKING PHONE CALLS

When you are making calls with Team Julián you will be doing one of two things:

1. Recruiting voters for events using Open VPB

- We will be using Open VPB to invite voters out to events where they can connect with our state teams, engage with Secretary Castro directly, hear his story, ask him questions, and meet him face to face.
- When using Open VPB you will be speaking to voters directly as well as leave voicemails.

2. Making voter contact calls using ThruTalk

- ThruTalk is an online dialer we will be using to call voters in Iowa, New Hampshire, Nevada and South Carolina.
- We will use these calls to increase the Secretary’s ID in these states as well as keep track of voter support in these areas.
- When using ThruTalk, the system will connect you to a voter on each attempt, you will not be leaving voicemails.
- When you use an autodialer, you don’t use your own phonenumber. A computer program will connect you to people who pick up the phone automatically.

MAKING CALLS & HOSTING YOUR PHONEBANK

- Log in to Slack and join the #call-team channel
- Look at the pinned post for that day’s assignment
- Read through that day’s assignment and the call team guide before making calls.
 - NOTE: There are two different guides, one for Open VPB and one for ThruTalk - the guide you need will be included in that day’s pinned post.
- Make sure everyone knows why we’re making phonecalls
- Remind your team to speak confidently and share your excitement.
 - You’re providing an opportunity for people to hear directly from the Secretary Castro or learn more about the campaign. You don’t need to feel embarrassed or bad about calling people to invite them to be part of the process.
- Check in with the other volunteers throughout the phonebank to see if people have technical difficulties or any questions

WRAPPING UP

Be sure you recorded all of your information and log out of the call service.

- Debrief with your team -
- What were some of your challenges? What went well? What was your favorite conversation? What do you want to flag up to HQ staff? Let us know how it went!
- Post in Slack with any questions, feedback or comments you received.

COLLECT ‘COMMIT TO VOTE’ CARDS: SPREAD THE WORD ABOUT JULIÁN AND BUILD YOUR TEAM

Importance of commit cards

The biggest way you can help Team Julian is to start collecting commit to vote or commit to caucus cards. A commit card is a postcard that we ask voters to fill out once they’ve committed to support Julián in the Democratic primary. You can order commit to vote cards in your starter kit at organizing.juliancastro.com.

WHY COMMIT CARDS?

- Commit cards help build our list of supporters so we know who to mobilize for early voting and Election Day.
- The card itself is a reminder to vote! Close to Election Day we will mail the cards back to everyone so they receive a signed reminder - from themselves! - of their commitment to vote. **Signing a commitment to vote has proven to increase voter turnout.**
- When we collect emails and phone numbers, we can stay in contact with people to keep them updated, invite them to nearby events (including yours!), and most importantly, get them out to vote.

Where to collect commit cards

- **Crowd canvassing** at community events such as county fairs, farmers markets, or other community events. **For tips on how to plan a great commit card event - go to page 26.**
- **Set goals for your team.** Create challenges between meetings, and you can even engage in some friendly competition to reach your goals as a group! Ask your friends, family, people at church, school... or anywhere you go!
- **Keep a stack in your backpack or purse.** That way when you start talking about your volunteer work or the 2020 election you’ll always be ready to get folks to commit.

There may be people who you ask who aren’t ready to commit to vote yet. That’s ok! **Speak from the heart and know that you’re starting a very important conversation.** Even if someone isn’t ready to commit, they’ll remember that someone from their community took the time to ask them about the issues they care about most -- and that matters. **Read more about sharing your personal story on page 18 of the handbook.**

How to collect commit cards

WE’LL ASK THEM TO FILL OUT:

- First name and last name
- Address (we’ll use this to mail them the physical postcard back). If they don’t want to give their street address, make sure you grab their zip code! That way we can direct them to events in their local area.
- Cell phone
- Email
- Signature - since they are committing to vote or caucus!

*When you ask people to fill out a commit card, please ask them to write legibly.

VOTE:
This is their commitment to vote or caucus!

VOLUNTEER:
This is where they can indicate that they want to get involved! Let them know that by volunteering they'd be joining your team! You can share what you love about being on Team Julián.

SMS:
This signs them up to receive text message updates

I COMMIT TO:

Vote for Julián Castro

Volunteer with Team Julián

Receive SMS updates*

My Name _____

My Address _____

City State Zip Code _____

Signature _____

Email _____

Cell* _____

*MSG and Data rates may apply. Text "STOP" to end; text "HELP" for help

PAID FOR BY JULIÁN FOR THE FUTURE

JULIÁN CASTRO 2020
816 Camaron St, Ste 1.04
San Antonio, TX 78212
JULIANCASTRO.COM

PHOTOCOPY
Printed in the USA

Sending completed commit cards back to HQ

Once you have collected 25-50 cards, send them back to HQ. This is the most important part! We use commit cards to gauge support across the country. The cards show how broad our base of enthusiasm for Julián, which helps us make important decisions about where to focus our campaign efforts. It also serves as a great resource for us to share campaign updates via email and text with supporters. It all starts with you, but we can continue to follow up with folks about how and when to vote for Julián.

MAIL YOUR STACK OF COMPLETED COMMIT CARDS TO:

Organizing Team, Julián for the Future
PO Box 501 San Antonio TX 78292

If postage is a barrier to mailing your cards back, please send us an email at organizing@julianforthefuture.com.

To learn more about planning an event to collect commit cards, turn to page 27.

MORE WAYS TO TALK TO VOTERS:

REACH OUT TO EVERYONE - YOU KNOW YOUR COMMUNITY BEST

As we're asking for people's votes and building a team, we also want to be out in the community, raising Julián's name recognition and earning support. This happens in a few ways that we'll outline below, but remember that you know your community best. Where does your community gather? Where is a good place to talk to voters about the stakes of this Presidential election and why you're supporting Julián?

Attending other groups' events

- You can attend other community organizing events to talk about Julián and our campaign such as watch parties hosted by other organizations like Indivisible or any local businesses.
- Democratic party meetings - county or local parties will have regular meetings. You can go and give a campaign update, invite people to volunteer, and learn about other events to attend.
- Before the meeting, ask if you can send around a sign up sheet and practice make a pitch about Julián and the campaign.
 - Practice and write down your ask for people to sign commit cards



March in Parades

- Parades are a fun way to show how many Julián supporters are in your area!
- Contact your local Democratic party and ask them if they are marching in upcoming parades, and if you can join wearing your Julián t-shirt or carrying a sign. Often Dem. County groups will walk and encourage people from different campaigns to walk together.
- Make sure to post your event to → julianforthefuture.com/events
- Make signs or t-shirts or order them from the store at store.julianforthefuture.com

Ask for small businesses endorsements

- Small businesses are important community leaders! Make a plan to meet with local businesses (avoid their busiest times!) and ask to speak to the owner or manager.
- Ask them to place a Julián sign in their window and if they will, order commit cards or palm cards for their business.
- Local businesses' support is a great opportunity to increase voter awareness of Julián's vision.

Writing letters to the editor

- Submitting letters to the editors of your local newspapers is a powerful and effective way to get the word out about Julián and your local organizing efforts to a wide audience, including the paper's readership, community leaders, and elected officials who often read these letters to learn where their constituents stand on the issues that affect their community.
- See our example on how to write a letter to the editor on page 28.

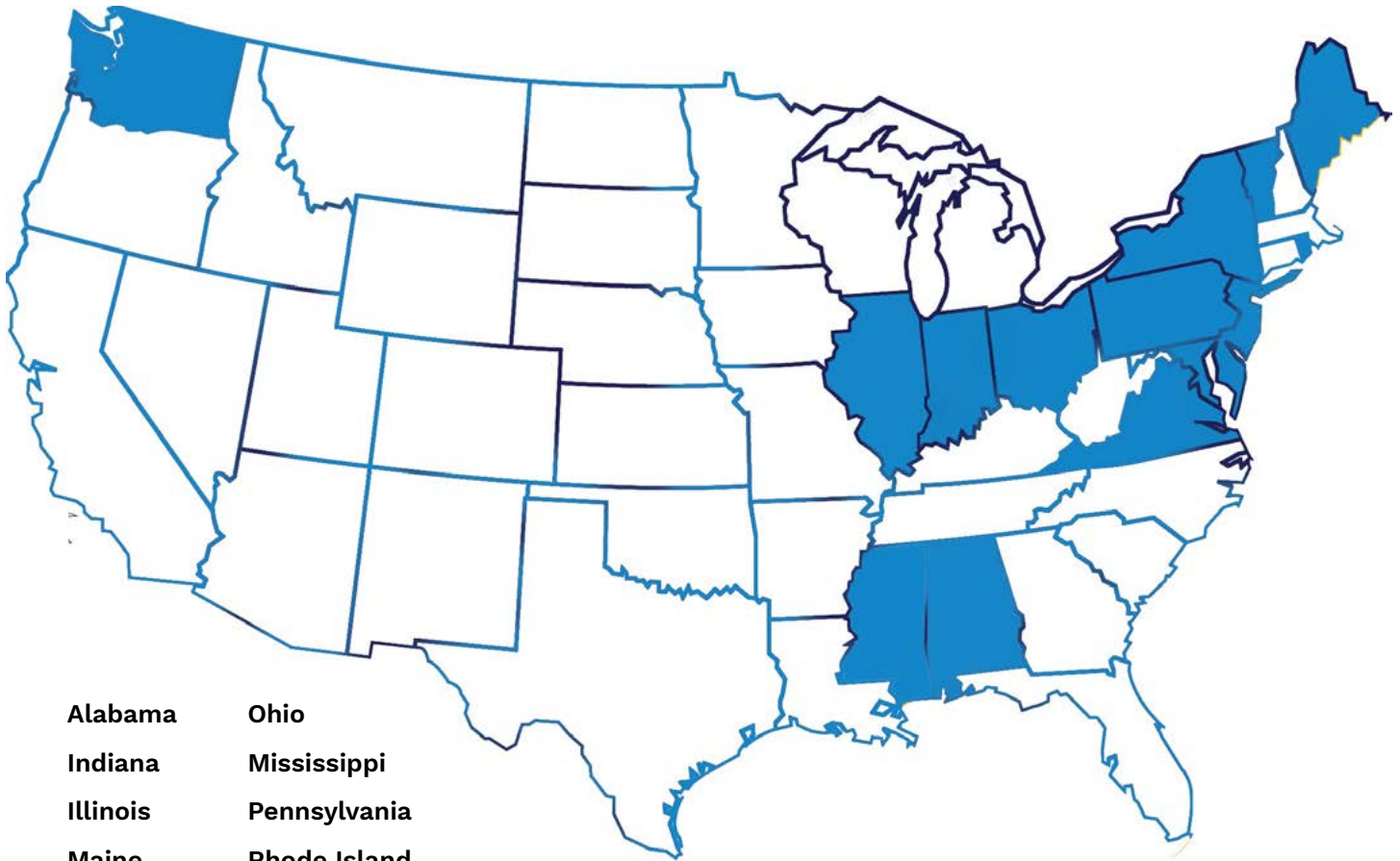
GETTING ON THE BALLOT:

ENSURE THAT FOLKS IN YOUR STATE CAN VOTE FOR JULIÁN

Getting on the ballot for each electoral contest is one of the first critical steps in ensuring a Julián 2020 presidency!

In order to get on the ballot, some states require candidates to reach a certain number of petition signatures.

The following states require petition signatures in order for a candidate's name to be added to the ballot:



- | | | |
|------------|--------------|------------------------------|
| Alabama | Ohio | |
| Indiana | Mississippi | |
| Illinois | Pennsylvania | |
| Maine | Rhode Island | |
| New Jersey | Virginia | Washington |
| New York | Vermont | The Northern Mariana Islands |

While all of the above states require petition signatures for candidates to be on the ballot, requirements vary by state.

Some states simply require meeting a signature threshold while other states - like Indiana and Virginia - need a certain amount of signatures per congressional district.

We'll provide you with all of the instructions for each state.

If you'd like to collect petition signatures in your state or want more information on the requirements for your state, join the #ballot-access-team channel in our virtual field office (Slack - see page 5) or send an email to anhviet@julianforthefuture.com.

NEXT STEPS:

REEVALUATE AND KEEP ORGANIZING!

Organizing often has many “rinse & repeat actions” -- monthly house parties, weekly phonebanks, or biweekly meetings. We always have more voters to reach out to!

Keep at it, remind yourselves why the work is important, figure out what works best for you. Maybe you find that you get the most commit cards after having a text conversation with your friends, and then arranging a time for them to sign a commit card. Sometimes one event doesn't work for one community but it works for another!

Have fun! Organizing can be hard work, but it allows us to create a meaningful impact on the direction of our communities and country.

Final things to remember

KEEP THE CAMPAIGN UP TO DATE ON ALL YOUR AMAZING WORK!

- Post your events to juliancastro.com/events
- Post photos of your team working together on social media using the hashtags #TeamJulián and #Castro2020
- Tell us what you're working on and email us your sign in sheets and feedback, and at organizing@julianforthefuture.com



PART 2: ORGANIZING TOOLKIT

Everyone can be an organizer! You already have the most important parts: your excitement about Julián, your personal motivation for getting involved in this important election, and your commitment to turn out the vote and bringing new people into the campaign.

This section of the handbook provides additional written trainings and checklists for what's sometimes called the "Organizer Toolkit." Practicing your personal story, hosting a great event, or recruiting volunteers will make organizing with Team Julián more fun and effective.

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GROWING YOUR TEAM JULIÁN

Why teams?

When you start to build a team, you start to organize. Teams allow people to do the work in a way that is fun, empowering and inclusive. When you have a team, you share the responsibility and energy with each other. Having a strong team ensures that the work gets done in a more efficient and productive way. We know you have a limited time to volunteer, and we have a limited time before voters start voting, so we want to use that time effectively.

What makes a good team?

We encourage you to think of the values and qualities important to you, but here are some team values important to Team Julián:

- **Inclusive.** We welcome new people, know everyone's name, and actively included everyone in the work.
- **Fun.** We allow space for silliness, fun, and getting to know each other. You are not just building a team, but a community.
- **Empowering.** We support and encourage each other, share resources to bring in more people and make them feel welcome. When we ask someone to do something, we make a clear and concrete ask, but then also share the resources we have to set folks up for success in the task.
- **Productive.** We don't waste people's time or give 'busy work'. We focus on our goals.

We are excited about Julián and connecting with voters across the country, but sometimes that work can feel hard and discouraging. Keep your team committed to the work by reminding each other of our core values, what we're fighting for, and how President Julian Castro will bring progress back to the White House.

SHARING YOUR PERSONAL STORY

Sharing your personal story when organizing for Team Julián is one of your most important organizing tools.

It's likely that you already share why you're supporting Julián with your friends and family. By connecting your support for Julian to your own life will help you connect with other potential supporters of Team Julian on a deeper level.

We'll break down how to do this below. We recommend grabbing a piece of paper or opening the notes app on your phone to draft some of your ideas!

The elements of telling your personal story

1. **Tell your story (something about yourself, identity, something that's happened to you or your family)**
2. **Articulate the value**
3. **Connect it to the campaign**
4. **Make your ask**

TELL YOUR STORY

- **Why is getting involved in this election important to you?**
- **What political issues do you really care about? What makes you care about those issues?**
- **What have been some big moments that made you realize you care about those issues?**

For many of you, your personal motivation to get involved with a Presidential race this cycle might be in reaction to the last Presidential election, but we encourage you to dig deeper. What are the values you hold closely and the issues you most care about? Channel those - the things that move you to action and that have brought you to the fight to elect Julián Castro president.. Likewise, those are the values that will move your friends and neighbors to action, too.

ARTICULATING THE VALUE

Stories connect with others when they are connected to a shared value. People who you talk to about the campaign may have a different personal story, but you'll have shared values. Often values are implicit in a story, but to craft a compelling personal story, we'll make the implicit explicit.

- Brainstorm values that are important to you (examples: treating others with respect, equality, fairness, justice, dignity, kindness, responsibility, equal opportunity, integrity, dedication, empathy, honesty, accountability)

WHERE SHOULD YOU USE YOUR PERSONAL STORY?

- When someone asks you what you did over the weekend, and you share that you're volunteering with the campaign
- When you talk to a voter while phonebanking
- When you ask your network to donate
- When you give a pitch at a local committee meeting
- When you ask a voter to sign a commit card
- **Anytime!**

Your personal story will look different to different audiences and different places. You also have many personal stories that bring you to volunteer with Julián - there may be times where you talk about your family's own healthcare story or your personal experience with the education system. For each personal story, just remember to articulate the value and why that personal story compels you to be involved with the campaign.

RECRUITING VOLUNTEERS AND GROWING YOUR TEAM

You can grow your team, include more people, and therefore accomplish more, simply by inviting people to be part of it! Folks can be shy to participate unless you ask them directly, sometimes more than once!

Recruitment is most effective when we explain what we're recruiting for and why it's important. If getting involved were easy and obvious, way more people would do it! That's why it's on us, as already engaged people, to actively invite others to join in.

How to ask people to volunteer:

- **Volunteering on a campaign can be mystifying and scary. Asking clear and direct questions to invite people to join will make it feel more welcoming!**
- **We want our asks to give context and a reason for someone to respond yes. We want our asks to be specific, deliberate, confident, and unapologetic.**

Here is an example of a weak ask:

“Hey, do you want to maybe volunteer with me for Julián?
I know you're really busy but just wanted to check.”

Why is this a weak ask?

First, we ask for something super broad and vague -- being a “volunteer.” Being a volunteer could mean a huge commitment! This person doesn't know that what you actually want is two hours of their time on Saturday. We also give this person an easy out and are apologetic when we don't need to be.

Here is how to ask more clearly, with context, and unapologetically:

“Hey! This Saturday I'm going to be at the farmers market with Jorge from 10 am - 12 pm to talk to people about Julián and collect commit to vote cards. We're having a lot of fun meeting new people and spreading the word about Julián which is so important, even this early. Will you join us?”

Tips for making an effective ask:

- **Get in the right mindset.** Remember that you're providing an opportunity to be part of something big - electing our next President! You know that your friends, family, network, and other Julián supporters are caring people who may be looking for the right place to put their energy to make a difference - and you can provide that opportunity. Don't be apologetic or feel bad for asking.
- **Be thoughtful about the language you use.** Give context to what you're asking for and why - what's the specific action, role, or task that you're asking for. Why would doing that help us win? Try your best to avoid filler words like “maybe” or “possibly.” You can draft yourself a script too.
- **Ask for something specific.** Knowing what they're being asked to do makes people more comfortable and, therefore, more likely to get involved. Be clear with your asks by providing details. What are you asking them to do, where, what time, and for how long?
- **Be persistent.** If someone says no, that's OK!, Don't be shy about making multiple asks. Address their concerns, figure out what they feel comfortable doing, and ask again. For example, they may feel comfortable with recruiting people to join a house party by calling their network, but not by text messaging - or vice versa!
- **Keep asking!** When someone says yes, that's awesome! Don't forget, there is probably more you need help with! If they agree to attend your house party, ask if they can invite some of their friends, or bring a snack to share.

Recruitment is an awesome way for you to give people the opportunity to get involved in a campaign that speaks to their concerns and values. Volunteer recruitment is what holds your network together. It's the safety net that ensures everyone sticks together and shows up for each other.

Where to ask people to volunteer:

- Over text message - directly and group chats
- Calling your network
- On Facebook -- your own facebook page, groups you're a part of, Facebook messenger
- When you see your friends in person
- During one of your own events
- Ask people who attend events to attend another event

Ask people to come back! Don't forget to continue to ask other people to join you for future events. Life gets busy and, sometimes, no matter how much you care, we all need a friendly reminder to keep us engaged. As you build your community of organizers, don't forget to check in on one another and remind your team about the importance and impact of the work you're doing.

With each relationship you build with new supporters or volunteers:

Did you thank them for their time?
Do they know how their work connects to Team Julián's success?
Did you invite them back?
Were you welcoming or did they feel part of this community?

ONE ON ONES

A one on one (1:1) is an intentional, pre-scheduled meeting with another activist or potential volunteer to get to know each other, collaborate on campaign strategy, and agree on future action. Through a one on one you can share why you believe electing Julián is change-making, figure out what their skills and talents are, and build a meaningful Team Julián connection. One on ones allow us to build relationships, and grow our organization!

People you could ask to have a one on one with:

- People registered for your events
- Past volunteers
- Potential leaders of your team
- Uncommitted voters
- Community leaders
- County party members
- Anyone!



HOW TO ASK:

Directly! Ask if someone can meet at a specific time and share why you'd like to meet, such as: "It seems like you have a lot of great ideas about how we could be using social media better! I would love to sit down for coffee in the upcoming week to talk about your ideas and how we could train other people on our team to use social media to show off all of the work we're doing. Could you meet Saturday at 3 pm?"

Sample one on one agenda:

- Explain why you wanted to meet - that you want to get to know them more, learn about their experience, talk about the campaign, figure out a way for them to be involved more, or collaborate on strategy.
- Share your personal story and ask them to tell you about themselves as well. Allow some time to get to know each other more, make a connection, and see what you have in common before you make your campaign ask. Be positive, enthusiastic and show your appreciation for the time they've taken to meet with you.
- Talk about your team, the campaign, and share what you're working on.
- Ask them for feedback and what they're interested in:
- Why are you supporting Julián? OR What is important to you in choosing who to support?
- Do you have experience working with a political campaign? OR Have you volunteered with a campaign before?
- What ways were you hoping to be involved?
- Who else do you think I should talk to?
- End with next steps. Don't be shy asking this person for what you need from them - are you asking them to take on a role within your team? Are you asking them to commit to bringing new people to your next meeting? Whatever your ask is - remember, this person wants to work with you on the campaign and has taken the time out of their busy schedule to meet. So be intentional in determining what they're most interested in and what is the best way to get them involved.

After your one on one - follow up with a thank you email, text, or letter. Reiterate your appreciation for their time and interest, and briefly revisit what was discussed to affirm any next steps.



TAKING ACTION

HOSTING A GREAT ORGANIZING MEETING

HOSTING A GREAT EVENT

COLLECTING COMMIT TO VOTE CARDS

WRITING A LETTER TO THE EDITOR

GIVING CAMPAIGN UPDATES

Hosting a great organizing meeting

Meetings are a great opportunity to come together and work collectively. There are many types of meetings, but whatever it is, make sure there is a reason for the meeting! Having a meeting doesn't mean that we're accomplishing the goal of our campaign - it's a chance to plan, get re-energized, and get connected to each other so you can do the work necessary to win!

- **Kickoff meeting** - get together supporters to plan your summer actions to collect commit cards and get out in the community.
- **Check in / monthly meeting** - gather to meet about your commit card collection, upcoming events, progress towards commit card goals, and get to know each other more.
- **Planning meeting** - Is there something the group could decide on? Would it be helpful to have a group brainstorm for a variety of ideas and then take a vote to decide on a path forward?
- **Work meeting** - This could involve completing a project together like making signs for an upcoming parade, learning about one of Julián's policy proposals, or working on tactics like writing letters to the editor.

SOME PRO TIPS FOR YOUR ORGANIZING MEETINGS -

- Put together a brief agenda and jot down some notes about what would make the meeting a success.
- Make sure everyone signs in, so you know who was there and can follow up with everyone about the commitments they made during the meeting.
- Remember to ask people to take action! Not only will this help you empower your delegation and accomplish our goals, it also creates a better experience for those attending. They showed up for a reason - they care about electing Julián and they need you to show them how to help!
- Be inclusive! Meetings are often people's first entry into your team, so be open and inclusive. Make sure you give space for everyone to introduce themselves before you start. Even though the purpose is work, getting to know each other and allowing some space for fun will keep the work enjoyable!
- Involve your group in running the meeting. Make sure everyone has an opportunity to participate and one person isn't taking up all of the air in the room. If some people are quieter than others, you can all go around and suggest an idea during a brainstorm. If your group is on the bigger side, breakout groups work well to allow more people to participate. Split into groups of three to four to work on an issue, but make sure you all reconvene to report back to the larger group.

Hosting a great event

Debate watch parties, house parties for uncommitted friends, policy-review meetings, or any other creative event you think of, are great ways to meet other supporters, get more commit cards, and plan your future actions. Use this checklist below to make sure you have everything you need for a great event.

BEFORE YOUR EVENT

1-2 weeks out checklist

Decide on your location and time. If you can't host at your place, consider local businesses or a community meeting space.

Draft your agenda, goals, and anything else you need to be prepared.

Post your event on [juliancastro.com/events/](https://www.juliancastro.com/events/)! You can post events to our events page:

<https://www.mobilize.us/julianforthefuture/event/create/>. After you post your event, we will approve it.

Note: if you make your event public, folks you may not know may find the event link and join you.

This is a great way to meet other supporters in your community, but if you'd rather keep it to people you know, mark the event as private. If you have any questions or issues posting your event, email us at organizing@julianforthefuture.com.

Invite your friends, family and community.

Set a goal for how many people you want to attend. But remember, not everyone you invite will be able to attend. PRO TIP: To hit your goal, invite about double the number of attendees you actually want to show up.

You can invite your family, friends, work colleagues, people you know through civic or community groups, members of your religious community, and your neighbors. Cast a wide net to ensure you reach everyone who could become a supporter.

Use the event link you created - this way they will be connected to the campaign and we can reach out to them about future events and updates from the campaign!

Reach out to organizing@julianforthefuture.com for help with recruitment for your event. The online team can send texts or set up a phonebank to make calls for your event to people in your area.

Day before event

Send confirmation texts. This is also a great time to ask people to bring some snacks and tell them to bring a friend! People who signed up on the event link will also get an automatic email reminder.

Print out sign in sheets (see end of handbook) or make your own - be sure to include a space for email and phone number so we can continue to engage with attendees!

Get campaign literature ready. Use the palm cards from your organizer toolkit. Brush up on any new policies at: issues.juliancastro.com to be ready to discuss with attendees!

Check your technology. If you're planning on live streaming (such as for a debate or town hall watch party), make sure you have everything you need ready to go.

Review your agenda. Make sure to write out what your asks will be - donate \$1, commit to collect commit cards, attend an upcoming event, etc.

DAY OF YOUR EVENT

Set up the space before people arrive. If you're hosting a watch party, make sure your TV or livestream is set up. If you're going to be in a coffee shop or another public place, arrive early and put out some signs so people can find you.

Welcome folks as they arrive and encourage them to sign in. We use the sign in information to keep in touch with them about the campaign, upcoming events, and to invite them to volunteer too!

Take photos as folks are comfortable, and share on social media using the hashtags #Castro2020 and #TeamJulián

SAMPLE AGENDA FOR A HOUSE PARTY FOR UNDECIDED VOTERS

- 7 pm ET -- people arrive & sign in
- 7:15 pm ET -- Welcome & introduction
- Welcome guests and introduce yourself
- Give a brief background on why you support Julián
- Make sure everyone has signed in
- 7:20 pm Go around the room for introductions. Ask why everyone joined tonight.
- 7:35 pm Open up for discussion -- what issues are important to everyone in this election
- 7:45 pm Make an ask for people to sign commit cards and donate \$5 online from their phone
- 7:55 pm Close by planning next steps -- for people who are strong supporters, when will your next event be? How will you begin to organize together?

AFTER YOUR EVENT

Thank people for joining! Send a quick thank you text, email, etc. You can include links to invite people to volunteer and donate too!

Follow up with next steps -- for people who agreed to volunteer

Send your sign in sheets to us so we can make sure they are in the loop. Email them to us at organizing@julianforthefuture.com.

COLLECTING COMMIT TO VOTE CARDS

Collecting commit to vote (or caucus) cards is so important -- it's how we track our support across the country, grow our list of committed voters to communicate with (and later get out to vote), and the commit card itself becomes a fun piece of mail for us to send back to the voter when it's time to vote! Read more about the importance of collecting commit cards on page 11.

BEFORE YOUR EVENT

Prepare all of the materials you will need:

- Commit to vote or commit to caucus cards
- Palm cards
- Pens
- Clipboards (or anything to write on)

Choose a busy location to collect commit cards. Think about where you can talk to the most people: in front of grocery stores, public libraries, community college campuses, or other high traffic public areas. You can also collect commit cards by going to public events like county fairs or going door to door canvassing in your neighborhood.

- Recruit volunteers for your event. Post your event to our event page (julianforthefuture.com/events) and click "Host an Event".
- Pro Tip! Call or text everyone who has RSVPed the day before the event to remind them of the time and location of the event and make sure they bring any materials they need (sneakers, water, etc). Let them know how excited you are to see them!

DURING YOUR EVENT

Train all volunteers. Some people in your group may have experience talking to other people about a candidate or an election, but many will not! The point of a group training is to make sure everyone understands why they're collecting commit cards and how to do it.

Review the materials that you provide volunteers. Talk about what a completed commit card looks like -- see the commit card section on page 10!

Practice. Have volunteers practice a short personal story to explain why they are supporting Julián and asking other people to commit to vote for him. Don't skip this step, as it goes a long way towards making people feel comfortable and setting them up for success!

Check in with the team. Ask your volunteers how it's going, remind them how important their work is to the campaign, thank them for all their time and effort, and give them a big high five. Collecting commit cards can be discouraging; if you're doing it right you get many "no's" -- because you're asking so many people! Part of your role as an organizer is to be a cheerleader for your team, remind them how appreciated they are, and motivate them to keep going.

Take pictures: share on Twitter and Instagram to show off your hard work, using the hashtags #Castro2020 and #TeamJulián, post them in on your Facebook later as a way to publicly thank your volunteers, and send to us at organizing@julianforthefuture.com.



A GOOD TRAINING HAS THE FOLLOWING COMPONENTS:

Give context - Why are you collecting commit cards today? Why is this campaign important? How does collecting commit cards help you win?

Give tips on how to be successful at collecting commit cards -

Be friendly and greet everyone with a big wave. A big wave and smile will increase the number of people who stop to talk! Make a strong, direct ask – for example, “Hi, do you know who you’re supporting in the Presidential primary?” If you’re going door-to-door, wear a name tag and introduce yourself. Include your personal story on why you’re supporting Julián.

Ensure the card is fully filled out. Collecting signatures helps us build our list of engaged community members, and it all starts with you! . Be direct in asking for the person’s phone and email if they don’t initially write it down. You can say, “Can you put your contact info down so we can keep you updated on important developments with our campaign and share information about voting / caucusing as we get closer to the election?”

Rip off the other side of the commit card to share with the signer. You can add your contact information to the white space so folks can easily follow up with the campaign.

AFTER YOUR EVENT

Collect your materials and debrief with your volunteers. Ask your volunteers to meet back at your meeting spot at the end of their volunteer shift with all of their materials. Make sure to get all the signed commit cards back. Ask your volunteers how their experience was. Remind everyone how important their work is, and thank everyone multiple times.

Prepare your commit cards to send back to us. You can wait until you’ve collected your full stack and then mail them to us at PO Box 501 San Antonio, TX 78292

- Sending these back to campaign is super important! This allows us to track our support and gives us a way to follow up with people who signed them - and mail it back to them when it’s time to vote!

HOW TO WRITE A LETTER TO THE EDITOR

Submitting letters to the editors of your local newspapers is a powerful and effective way to get the word out about Julián and share your local organizing efforts with a wider audience, including the paper's readership, community leaders, and elected officials who often read letters to the editor to learn where their constituents stand on the issues that affect their community.

WRITING TIPS

- **Know the word limit and keep it concise.** Most newspapers will only publish letters within a certain word limit - usually 150-250 words. You can check the word limit on the opinion page of your paper's website or sometimes on the print version in the opinion section.
- **Follow this outline:** Introduce the topic, state your position, tell your personal story, and conclude with your call to action. You only have a bit of space, so stay focused!
- **If you're responding to an article, cite it.** Responding to an article in your local paper is a great way to get published. Make sure to include it specifically in your letter ("In response to Tuesday's article on 2020 candidates immigration policies...").

SUBMITTING YOUR LETTER

1. When you're ready, submit your letter. Go to your local newspaper's website and search for directions for submitting it online. If you can't submit online, send it to wherever your newspaper receives physical mail.
2. Call the paper the following day to make sure they received your letter. This call will help bump your letter up in the line. You can follow this script: "Hi, I am calling to make sure you received my letter to the editor and ask if you know when it will be published?...Great, thanks!"
3. Check the paper each day after you submit your letter. That way, you'll know as soon as your letter has been published, and you can begin sharing it on social media and email listservs to reach an even wider audience.
4. Post a picture of your letter to the editor on your social media and use the hashtag #Castro2020
5. Email us a copy at organizing@julianforthefuture.com so we can amplify your message!

* If your letter isn't published within a few days, make some tweaks and submit again. Try submitting the same letter to another paper - just make sure not to submit the same letter to the same paper in the same 1-2 day period.

GIVING A “CAMPAIGN UPDATE”

When you talk to people about the campaign, they may ask for a campaign update!

You can always share:

- We are working hard to earn support from voters across the country, including people who may be new to the caucus or primary process.
- We have staff teams in the first four states with primaries or caucuses (Iowa, New Hampshire, Nevada, and South Carolina) who are building volunteer teams to get out and talk to as many voters and caucus-goers as possible.
- We are engaging volunteers across the country (like you!) to talk to friends and neighbors about Team Julian.
- We have over a 1,000 volunteers on our online team from across the country and beyond.
- We’re working to host events in all 50 states with Julián.

To get updates on the campaign:

- Follow us on Facebook, Instagram, and Twitter to stay updated on...
- Recent Trips
- Latest policy proposals
- Recent media appearances
- Find upcoming events at julianforthefuture.com/events

Encourage people you speak with, whether they are committed to vote or caucus for Julián or still undecided, to sign up for updates at juliancastro.com so they can stay up to date, too!



JULIÁN AND THE ISSUES

HIS BIO

HIS EXPERIENCE

HIS VISION

POLICY OVERVIEW

His Bio

Julián’s story starts with his grandmother, Victoria. She moved to the United States as an orphan when she was just seven years old, and never made it past the fourth grade. She worked as a maid, a cook and a babysitter, passing on an inheritance of hard work to her daughter Rosie — an educator, Chicana activist and single mom to twin boys.

Julián and Joaquin attended San Antonio Public Schools and, with the support of Pell grants and Perkins loans, graduated from Stanford University and Harvard Law School. Julián’s belief in the power of education is rooted in the opportunities afforded to him and motivates his work to expand opportunity to everybody.

His Experience

As mayor of San Antonio—the youngest elected leader of a major American city—Julián championed high-quality pre-K education, reduced barriers to college completion and revitalized the urban core. His record of success attracted the attention of President Obama who asked him to lead the Department of Housing and Urban Development.

As HUD Secretary, he worked to end veteran homelessness, increase access to broadband and promote housing as a platform to improve people’s lives. Julián believes the purpose of public service is to lift people up, bring people together and make progress toward a better future. At home, he’s Carina and Cristian’s dad, and Erica’s partner.



His Vision

THE SMARTEST, FAIREST, HEALTHIEST, AND MOST PROSPEROUS NATION, FOR ALL OF US.

■ Smartest

- Investing in high quality educational opportunities for all, including: universal pre-k, affordable college, job training programs, and better paid educators.

■ Fairest

- Real immigration reform, including: ending family separations, breaking up ICE, citizenship for dreamers, and a Marshall Plan for Central America.
- Criminal justice reform, including: preventing excessive use of force and racial discrimination, holding police accountable, and starting a healing process between communities and law enforcement.

■ Healthiest

- Medicare for All: Healthcare is a human right. In the wealthiest nation on the planet, Medicare should be available to everyone. We must also include mental health care into this plan.

■ Most Prosperous

- People first economics: We need to shift our priorities to reflect the needs of working people: raise the minimum wage, support unions, invest in infrastructure and affordable housing, combat and adapt to climate change, end corporate welfare and shape a just tax system.

Policy Overview

People and Planet First

- The climate crisis is the greatest existential threat to our future, but we have the power to mobilize the greatness of America.
- Julián’s first executive action, will be to rejoin the Paris Climate Accords and rally the international community to go further. Commit to reaching net-zero carbon emissions in the United States by 2045 and worldwide before 2050. Julián’s plan is to:
 - Direct \$10 trillion in federal, state, local, and private investments over the next decade to create ten million good paying jobs, transition away from fossil fuels, build a 100 percent clean-energy economy, and lead the world in the 21st century.
 - Propose new civil rights legislation to address the disparate impact of environmental discrimination and dismantle structures of environmental racism.
 - Prepare for climate change-driven migration by supporting vulnerable countries with investments in resilience and proactively managing migration by defining a new category of “Climate Refugees” for people displaced by the climate crisis.
 - Invest in the physical, natural, and social infrastructures of climate resilient communities.
 - Center justice and equity in this policymaking and ensure that those who will be most impacted play a leading role in developing solutions.
- Learn more: <https://issues.juliancastro.com/climate-1/>



Protecting Animals and Wildlife (PAW) Plan

- As president, Julián will defend animals from abuse, and ensure our children and future generations experience their natural beauty. His plan is to:
 - End the killing of domestic dogs and cats for population control
 - Make animal abuse a federal crime
 - Increase federal funding for spaying and neutering, and community education programs
 - Hold puppy mills accountable
 - Raise animal welfare standards in factory farms
 - Prohibit cosmetic product testing on animals
 - Strengthen the Endangered Species Act, reversing Trump’s actions
 - Create a \$2 billion National Wildlife Recovery Fund
 - Protect 30 percent of U.S. lands by 2030 with an ambitious goal of 50 percent by 2050
 - Ban the import of big game trophies
- Learn more: <https://issues.juliancastro.com/paw-plan/>



Workers First: A Fair Deal for a More Just Economy

Empower Workers with Unions for All

- Support unionization and more than double union participation
- End ‘right to work laws’, pass the PRO Act (enforcement penalties, protections against interference) and Workplace Democracy Act (ease of organizing and negotiating)
- Strengthen the National Labor Relations Board
- Reserve workers a seat on corporate boards (at least a third of seats)
- Advance sectoral bargaining to raise wages and labor standards industry-wide
- End employee misclassification as independent contractors (nationwide AB5)
- Ban non-compete and non-poaching agreements
- Ensure predictable work schedules
- Executive action on fair federal contracting
- **Learn more:** <https://issues.juliancastro.com/unions-for-all/>

Justice for Farmworkers

- Include farmworkers in labor protections
 - Fair pay, health and safety protections, end child labor, and a pathway to citizenship
- Invest in farmworker communities
 - Clean water, affordable housing, quality education
 - New \$50 million scholarship program to support farmworker families
 - Incentivize bilingual teachers in rural schools
- Eliminate systemic discrimination in Department of Agriculture programs
 - New \$2 billion “Next Generation Farmers” land trust to buy land for aspiring farmers
 - New \$1 billion loan program to help farmworkers become farm owners
- **Learn more:** <https://issues.juliancastro.com/justice-for-farmworkers/>

Dignity for Domestic Workers

- Create a new Domestic Workers Bill of Rights
- Prevent retaliation against workers for reporting abuse
- Supportive housing for victims of human trafficking
- **Learn more:** <https://issues.juliancastro.com/domestic-workers/>

People First Economic Plan for Working Families

- The fundamental economic challenge of our time is to reverse widening inequality and lift up working families. While the cost of living is rising, paychecks have stayed the same. Julián's economic plan will raise wages, invest in opportunity, and support working families in this 21st economy. It will:
 - Provide a \$3000 child allowance for working families to support the rising costs of raising children
 - Increase paychecks up to \$9,000 a year for working people through a Working Families First tax credit
 - Raise the minimum wage to a living wage of at least \$15 per hour for all workers, including tipped, farm, and disabled workers
 - Invest in universal child care to give relief to working parents
 - Raise animal welfare standards in factory farms
 - Ensure equal pay for equal work and end gender pay inequity
 - Guarantee at least 12 weeks of paid family and medical leave for every American per year
 - Create a national standard of at least 7 days per year of sick leave
- Learn more: <https://issues.juliancastro.com/working-families-first/>

People First Plan to Disarm Hate

- The epidemic of gun violence is a public health crisis. The United States is the only nation on Earth where a mass shooting occurs single every day, killing 40,000 innocent people every year.
- Secretary Castro has released a plan to combat hate and domestic terrorism through rebalancing domestic terror investigations so that they are focused on the most urgent threats in tandem with his People First Policing Plan that addresses racial disparities in law enforcement. He will:
 - Invest in programs that prevent domestic terrorism by establishing a White House Initiative on Disarming Hate that focuses on transparent and collaborative community engagement efforts, and convening an annual summit to develop solutions that counter hateful ideology.
 - He will invest in grant programs for organizations that rehabilitate members of extremist organizations in order to bridge racial divides.
 - He will coordinate with partner countries, civil liberty advocates, and internet platforms to combat the spread of violent extremism online, including committing to the Christchurch Call and funding State Department efforts to disrupt international networks of violent extremism.
- **When Julián is president, we will defeat the NRA corporate gun lobby and sign common sense gun safety legislation into law.**
 - Immediate executive actions to close loopholes that allow unlicensed gun dealers to sell weapons without background checks
 - Implement universal background checks and close NRA loophole, including the "Charleston," "Boyfriend," and "Private Sale" loophole.
 - Pass a permanent assault weapons ban, require owners of assault weapons to register their firearms, and establish a national buyback program
 - Require a federal license to purchase firearms and ammunition
 - Limit magazine capacity to 10 rounds
 - Repeal civil immunity for gun manufacturers.
 - Repeal NRA-instituted restrictions on data collection and gun violence research through the Centers for Disease Control
 - Double the excise tax on firearms and ammunition to direct over \$600 million each year into community-driven violence prevention programs
- Learn more: <https://issues.juliancastro.com/disarming-hate/>

People First Indigenous Communities Policy

- For generations, Native Americans have been treated as second-class citizens rather than sovereign tribal nations. As Secretary of Housing and Urban Development, Julián worked with Indigenous communities across the country, hearing directly from native people to make progress together.
- As president, Julián will continue working with respect and humility to lift up Native Americans. His policy will:
 - Respect the sovereignty of tribal nations and the unique government to government relationship
 - Honor our treaty commitments by fully funding the Indian Health Service and combating the opioid crisis in native communities
 - Prioritize the crisis of Missing and Murdered Indigenous Women
 - Require require free, prior, and informed consent for major infrastructure projects
 - Create a White House Council on Indigenous Community Affairs
 - Support high-speed internet and transportation infrastructure to boost economic development
 - Invest in high-quality education for Native Americans from pre-K to college
- Learn more: <https://issues.juliancastro.com/people-first-indigenous-communities/>

People First Policing Plan

- Equal justice under the law. Those are not only the words above the Supreme Court Chambers, but a call to action to reform our broken justice system. For decades, tough on crime politicians have incarcerated communities of color, wasting billions of taxpayer dollars and limiting opportunity for millions of people.
- As president, Julián is committed to reforming our criminal justice system to make us a more just and fair nation. His policing plan will:
 - Implement a nationwide use-of-force standard for police officers
 - End cash bail and reform the bail system
 - Invest in well-trained public defenders
 - Legalize and regulate marijuana, expunging records of those convicted non-violent marijuana offenses
 - Repeal qualified immunity to hold police officers accountable for illegal actions
 - Create a database of decertified police officers to inform any police force of any history of police abuse
 - Legalize marijuana at the federal level, end sentencing disparity between crack and powder cocaine, and eliminate mandatory minimums for nonviolent drug offenses
 - Invest in communities disproportionately harmed by the War on Drugs
 - End the school-to-prison pipeline
 - Remove barriers to employment by “Banning the Box” for individuals with convictions
 - Collect data nationwide on detentions, stops, frisks, searches, arrests, and all weapon discharges.
 - Enfranchise formerly incarcerated individuals to vote in federal elections
 - Implement implicit-bias and community-led trainings for law enforcement officials
 - End 287(g) agreements between local law enforcement and federal immigration agencies
- Learn more: <https://issues.juliancastro.com/people-first-policing/>

People First Immigration Plan

- Our immigration system has been broken for years, yet this dysfunction is worse than ever due to Donald Trump's cruelty and failed leadership. We can both maintain border security and also have a fair, effective and humane immigration system.
- When Julián is president, he will finally deliver on immigration reform that reflects our values of compassion and common sense. His plan will:
 - Establish a pathway to citizenship for undocumented individuals living in the United States
 - Expand protections for people with Temporary Protected Status and Deferred Enforced Departure, Dreamers and their parents
 - Invest in a 21st Century 'Marshall Plan' for Central America to address the root cause of migration from the region
 - Revamp the visa system and strengthen family reunification through visas and the immigration system
 - Repeal Trump's Muslim ban and Refugee ban
 - Restore U.S. leadership by increasing the number of refugees we resettle within our country
 - End family separations permanently by repealing Section 1325 of the Immigration and Nationality Act
 - Break up ICE (U.S. Immigration and Custom Enforcement)
 - Reprioritize Customs and Border Protection (CBP) on drug and human trafficking
 - End Trump's wasteful and ineffective border wall construction
 - Create a well-resourced and independent immigration court system
- Learn more: <https://issues.juliancastro.com/people-first-immigration/>

People First Education Plan

- Julián is a proud product of the public school system of San Antonio. He believes every student deserves a high quality education from pre-K to college to job training regardless of their background and without incurring a mountain of debt. As mayor, Julián launched PreK4SA to invest in our youngest learners and now he wants to expand that opportunity to the entire nation.
- His plan for early childhood education will:
 - Create a universal, high-quality, publicly-funded, full-day Pre-K for USA program for 3 and 4-year-olds.
 - Expand home visiting and other programs for infants and toddlers
- His plan for supporting pre-K through 12 education and investing in our educators will:
 - Close the modernization gap of our nation's schools with a \$150 billion investment into school infrastructure
 - Raise teacher pay up \$10,000, especially in underserved communities, and improve K-12 public education
- His plan for expanding access to higher education will:
 - Eliminate tuition at public colleges, universities, and vocational schools and extend the Pell Grant to support the full cost of living expenses
- His plan for ending discrimination in schools will:
 - End the school-to-prison pipeline by combating segregation and reforming student discipline practices
 - Create affirming and inclusive school environments for students with disabilities
 - Launch an 8-year plan to extend the community schools model to schools in areas of high-need
- Learn more: <https://issues.juliancastro.com/people-first-education/>

People First Housing Plan

- In small towns, suburbs, and big cities, there is a housing affordability crisis. Working families are struggling to pay the rent or afford the mortgage, and too often a person's zip code determines their future. Housing is at the core of the American Dream and a centerpiece of Julián's plan for America to be the most prosperous nation on Earth.
- When Julián is president, we will ensure housing is a platform of opportunity for every person. His plan will:
 - Expand the supply of affordable housing to build at least 3 million affordable housing units
 - End veteran, youth, and child homelessness by 2024 and chronic homelessness by 2028.
 - Create a new renters tax credit to provide relief for working and middle class Americans
 - Combat housing discrimination and advance fair housing
 - Support individuals with disabilities' access to housing
 - Prevent gentrification and displacement from new development
- Learn more: <https://issues.juliancastro.com/people-first-housing/>

People First Plan to Eliminate Lead Exposure

- Scientist call lead poisoning the silent killer of children's future. This toxic pollutant causes irreversible health problems and developmental challenges in children, yet we know how to eliminate lead as a public health threat. As a nation, we will make this urgent threat a top priority.
- As president, Julián will ensure that every community is safe from lead. His plan will:
 - Invest \$50 billion to remove lead hazards in paint and soil, and replace lead pipes in vulnerable communities over the next decade
 - Convene a Presidential Task Force to coordinate federal interagency lead reduction efforts
 - Invest \$1 billion in the Childhood Lead Poisoning Prevention Program over ten years
 - Create a Home Lead Safety Tax Credit for lead remediation in homes and building
 - Ensure hybrid disasters such as Flint's crisis receive immediate federal disaster assistance
 - Fund programs and risk-assessments to prevent lead poisoning
 - Support early testing of children and families for lead exposure
 - Adapt public health plans to assist people exposed to lead
 - Reform the Environmental Protection Agency's civil rights office to pursue hold polluters accountable for discrimination
- Learn more: <https://issues.juliancastro.com/eliminate-lead-exposure/>

OTHER ISSUES

Health Care

- Health care is a human right. In the wealthiest nation on Earth, we will finally guarantee high-quality, affordable health care for all Americans.
- When Julián's president, we will achieve Medicare for All. He will:
 - Strengthen Medicare for those who have it, and expand it to achieve universal healthcare coverage by including all Americans within the program.
 - Allow individuals to obtain supplementary private insurance or opt-out of Medicare
 - End the distinction between physical and mental health
 - Lower prescription drug costs
 - Invest in rural and underserved communities to expand health care access
 - Repeal the Hyde Amendment
 - Implement strong nondiscrimination protections for the provision of health service
- Learn more: <https://issues.juliancastro.com/health-care/>



LGBTQ Equality

- Every person has the right to love who they want and identify as who they are. As mayor, Julián implemented a local non-discrimination ordinance and, as President Obama's HUD Secretary, he instituted an equal access rule for LGBTQ youth and families experiencing homelessness. We must ensure all LGBTQ individuals are free from discrimination and enabled to thrive to their full potential.
- When Julián's president, we will advance equity for the LGBTQ community. He will:
 - Pass the Equality Act
 - Enforce the Equal Access Rule
 - Ban the practice of conversion therapy for all LGBTQ minors
 - End discrimination against LGBTQ families in the immigration and citizenship systems
- Learn more: <https://issues.juliancastro.com/lgbtq/>

Reproductive Justice

- This means that every person has the right to make decisions about their own bodies. Julián will continue defending the constitutional right to abortion, including for the trans community.
- As president, Julián will work to ensure everyone the reproductive health care they need and that reproductive justice is a reality for all. He will:
 - Protect the constitutional right to have an abortion
 - Appoint judges at every level of the federal court system who understand that Roe v. Wade is settled law
 - Advance maternal health, sex education, and contraceptive access
 - Repeal the Hyde Amendment
 - End both the domestic and global gag rules.
- Learn more: <https://issues.juliancastro.com/reproductive-justice/>

Democracy and Voting Rights

- Julián believes in an America where everyone counts. That means fighting for a democracy that represents the will of the people. Not super PACs, not big corporations, not corrupt politicians, but everyday Americans.
- When Julián's president, we will return power to the people. He will support voter rights, combat money in politics and support transparency. Some examples of what he will do:
 - Abolish the Electoral College, affirming the equal value of each person's vote
 - Combat gerrymandering with independent redistricting commissions
 - Restore voting rights to people who have served their time
 - Repeal Citizens United with a constitutional amendment
 - Expand the Freedom of Information Act to include your representatives in Congress
- Learn more: <https://issues.juliancastro.com/democracy-and-voting-rights/>

Equality for People with Disabilities

- As a nation, the United States has come far in advancing the rights of disabled individuals, but we must continue fulfilling the promise of the Americans with Disabilities Act. Individuals with disabilities will be taken into account with every policy we implement and we will recognize the inherent value of every person.
- When Julián is president, he will work to expand accessibility and opportunity for all people with disabilities. Some examples of what he will do:
 - Make sure students with disabilities get the resources they need to succeed by fully funding and expanding the Individuals with Disabilities Education Act
 - Expand Medicare to cover long-term support services for individuals with disabilities and support purchases of assistive technology through the tax code
 - Protect members of the disability community, too often subject to police violence, by requiring officers to undergo training and hold police officers accountable for their actions
- Learn more: <https://issues.juliancastro.com/equality-for-people-with-disabilities/>

Taxes

- As President, Julián will provide critical relief to working families and make sure the wealthiest Americans pay their fair share. Some examples of what he will do:
 - Repeal the Trump Tax Bill that overwhelmingly benefits the wealthiest few
 - Close corporate loopholes that enabled companies like Amazon to get away without paying any federal income tax
 - Create a unified "Inherited Wealth" Tax, replacing the estate and gift taxes
 - Expand the Child Tax Credit to provide \$3000 dollars per child for every family
 - Expand and reform the Earned Income Tax Credit