

# COMMUNITY OUTREACH TOOLKIT

A compact field booklet for tabling, voter outreach,  
volunteer recruitment, and community action.

## Core Idea

A small, well-signed table plus a few moments of thoughtful engagement can reach neighbors, potential donors, and volunteers in high-traffic community spaces.

**Community-building:** Plan to meet regularly to create community for your cause.

## Background

Our Indivisible group (Resistance Action East Bay) successfully leveraged outreach at farmers markets and transit stops, where we handed out tens of thousands of flyers offering patrons a 2-minute ask: either turn out the vote or resist. Along the way, we raised considerable funds, activated thousands of volunteers, and recruited more. Patrons consistently thanked us and appreciated the direction and ease of action we offered.

## Objective

Reach donors and volunteers to resist and minimize damage emanating from Washington while supporting special elections and causes along the way, including redistricting and putting pressure on vulnerable Republicans. Win back Congress in 2026.

## The Simple Setup

|                     |                                                                                          |
|---------------------|------------------------------------------------------------------------------------------|
| <b>Where</b>        | Your local farmer's market, shopping center, transit stop, or house of worship           |
| <b>When</b>         | Just one- to two-hour shifts                                                             |
| <b>Who</b>          | At least 2 volunteers per one-hour shift                                                 |
| <b>Why it works</b> | High-traffic public spaces create easy, low-pressure moments for conversation and action |

## Messaging Campaigns

### Defense

- Legislative push back: putting pressure on vulnerable Republicans
- Say no to voter suppression and Trump's attempt to limit voting rights
- Immigration defense guidance to vulnerable populations

### Offense

- Pressure vulnerable Republicans in the midterms
- Boycotts

## Sample Outreach Message

### **Stand Up for Freedom, Speak Out for Democracy**

Autocracy ends where unity begins.

*Together, we must act to protect our freedoms, our rights, and our future.*

### **How You Can Help**

- Outreach at your local farmer's market
- Establish a presence as a trusted messenger
- Educate patrons and raise awareness — sign up with us today

## **What You Need**

- Foldable table, ideally collapsible so you can transport it easily
- One or more large signs that clearly state the issue you are promoting
- 11×17 table signage in PDF or Publisher format; insert your organization name before printing
- Flyers that can be edited as themes evolve over time
- A razor knife or scissors and a ruler for cutting four flyers from each 8.5×11 sheet
- A durable bag for ancillary items
- Two clipboards with sign-up sheets for recruiting
- Masking tape
- Sunscreen

**Flyer format:** the front usually includes a written message. The back can include a QR code directing readers toward donation or volunteer opportunities.

## Where to Shop for Supplies

| Item                      | Notes                                                                   | Amazon                                                             | Other                                                                                          |
|---------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>Tables</b>             |                                                                         | <a href="https://www.amazon.com/t3bbyd7e">tinyurl.com/t3bbyd7e</a> | Home Depot:<br><a href="https://www.homedepot.com/258m6y4t">tinyurl.com/258m6y4t</a>           |
| <b>Bookends</b>           | Bend to form a stand for signage; tape or weight the tongue             | <a href="https://www.amazon.com/we5njy2m">tinyurl.com/we5njy2m</a> | Office Depot:<br><a href="https://www.officedepot.com/4b8xzb2d">tinyurl.com/4b8xzb2d</a>       |
| <b>Magnets</b>            | Optional — bolt to the table to hold the bookend/signage                | <a href="https://www.amazon.com/29k63vcy">tinyurl.com/29k63vcy</a> | eBay:<br><a href="https://www.ebay.com/itm/286559091091">ebay.com/itm/286559091091</a>         |
| <b>Cardboard</b>          | Tape or fasten to the bent bookend to receive 11×17 signage             | <a href="https://www.amazon.com/y9yu3cne">tinyurl.com/y9yu3cne</a> | Office Depot:<br><a href="https://www.officedepot.com/2and9fpy">tinyurl.com/2and9fpy</a>       |
| <b>Corrugated plastic</b> | More robust; cut down to 11×17                                          | <a href="https://www.amazon.com/58b9rxjf">tinyurl.com/58b9rxjf</a> | Packaging Price:<br><a href="https://www.packagingprice.com/4a35sfhk">tinyurl.com/4a35sfhk</a> |
| <b>Handheld signs</b>     | Sturdy poster board from an art or office store, Target, etc. + markers |                                                                    |                                                                                                |
| <b>Clipboard</b>          | For patrons to sign up and join the effort                              |                                                                    |                                                                                                |
| <b>Sunscreen</b>          | Keep it in the outreach bag for outdoor shifts                          |                                                                    |                                                                                                |

## Recruit Volunteers

Invite motivated patrons to sign up at the table. Keep the sheet simple: name, email, and phone.

| Name | Email | Phone |
|------|-------|-------|
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We're here to help. Reach out for guidance or support: [eastbayresistance@gmail.com](mailto:eastbayresistance@gmail.com)