



OFA TRAINING

Welcome to today's webinar.
We will begin shortly.

For audio, please make sure
to also join the call.

Dial-in here

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LOGISTICS



We will meet for 90 minutes



This is an **interactive training**.
You will work in pairs today.



A recording of this video and
call will be available on the

Access bookshelf



It's cool if you Tweet --
#OFAFellows

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A portrait of Aquiles Damiron-Alcantara, a man with dark curly hair and a beard, wearing aviator glasses, a purple and white checkered shirt, and a dark blazer. He is smiling and looking slightly to the right. In the background, a blue sign with a circular logo and the text "ORGANIZING FOR" is visible on a stone wall.

AQUILES DAMIRON-ALCANTARA

Training Programs Manager, OFA



A woman with dark curly hair, wearing a black and white striped shirt under a white cardigan, is speaking into a black microphone. She is positioned on the right side of the frame, facing left. The background is a solid blue color. On the left side, there are two text boxes: a teal one with the name 'JENNIFER WARNER' and a light blue one with the title 'National Organizing Director, OFA'.

JENNIFER WARNER

National Organizing Director, OFA





DIGITAL CONTENT PRODUCTION TRACK

July, 2015



TRAINING MANAGEMENT TRACK

August, 2015



GOALS FOR TODAY

Learn and understand program goals
and expectations.

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GOALS FOR TODAY

Be able to analyze the basic framework
of a field plan.



GOALS FOR TODAY

Be ready to embark on this five-week journey.

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Agenda for today

Program Goals and Expectations

Our Learning Community

The Role of a Field Manager

Basic Framework of a Field Plan

Debrief and Close





WEEKLY
WEBINARS

UNIT 1: Writing a Field Plan

UNIT 2: Executing Your Plan

UNIT 3: Managing Your Plan



WEEKLY
WEBINARS

WEEKLY
ASSIGNMENTS

Sundays EOD



LEARNING JOURNEY

WEEKLY
WEBINARS

WEEKLY
ASSIGNMENTS

CHICAGO
PRACTICUM

November 13th

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Welcome Packet

Download

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REFLECT AND SHARE

What organizing/management skill are you most comfortable with?

What new skills and concepts do you hope to learn from this program?

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FIELD MANAGEMENT 101

W/ JENNIFER WARNER

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JENNIFER WARNER

National Organizing Director, OFA





Your Turn!



Experiential Activity #1 5 Minutes

- 1 Access the workbook, and find the tab with your name to complete activity #1
- 2 List three key goals you had as an organizer – i.e. plan and recruit for a weekly canvass
- 3 Brainstorm how you would accomplish the same goal as a field manager

Open workbook





Your Turn!



DEBRIEF



Press 1 on the phone

OR

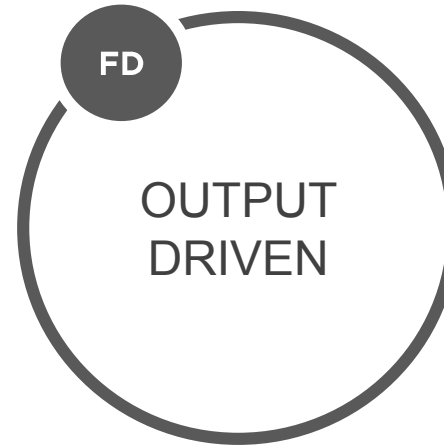
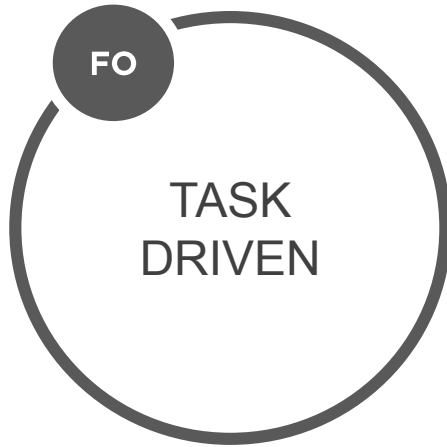


Type in chat box

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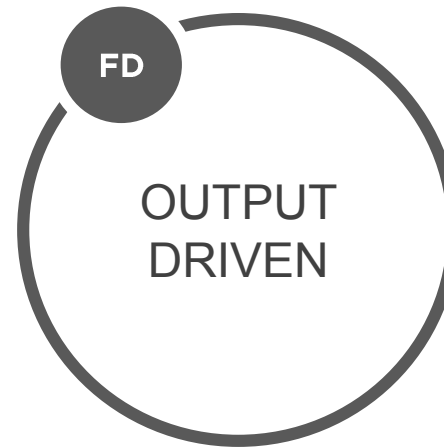
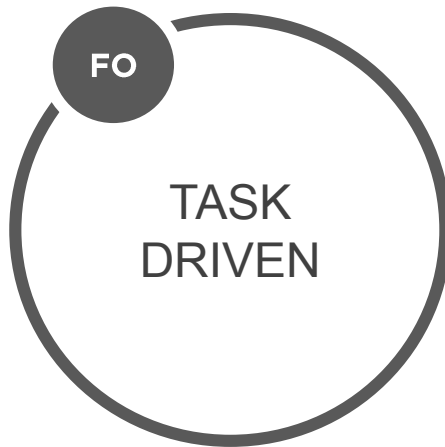
ORGANIZER TO MANAGER



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ORGANIZER TO MANAGER

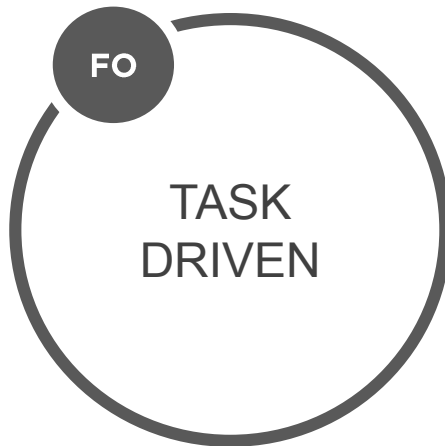


- Voter contact
 - Capacity building
 - 1:1 goals
 - Finding staging locations
- Develop universe that sets contact goals

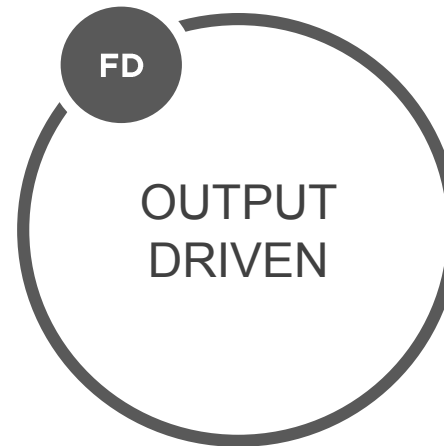
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ORGANIZER TO MANAGER



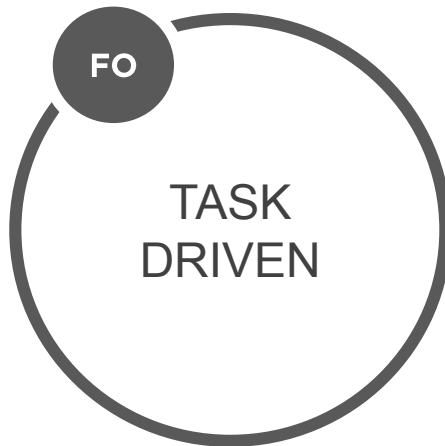
- Voter contact
- Capacity building
- 1:1 goals
- Finding staging locations



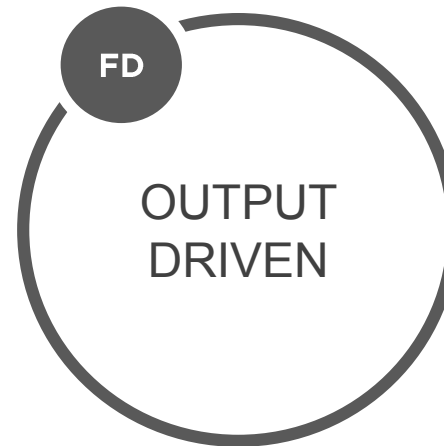
- Develop universe that sets contact goals
- Divide the turf



ORGANIZER TO MANAGER



- Voter contact
- Capacity building
- 1:1 goals
- Finding staging locations

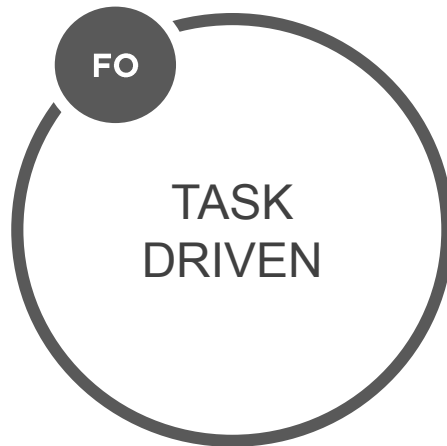


- Develop universe that sets contact goals
- Divide the turf
- 1:1 meetings with staff to assess program

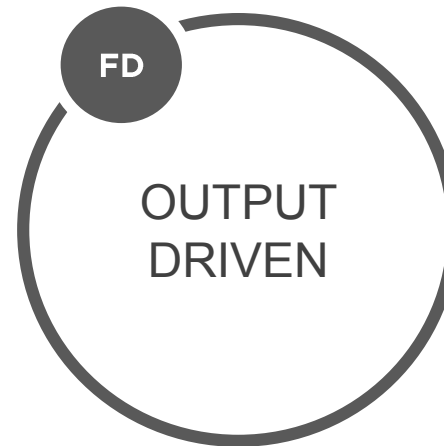
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ORGANIZER TO MANAGER



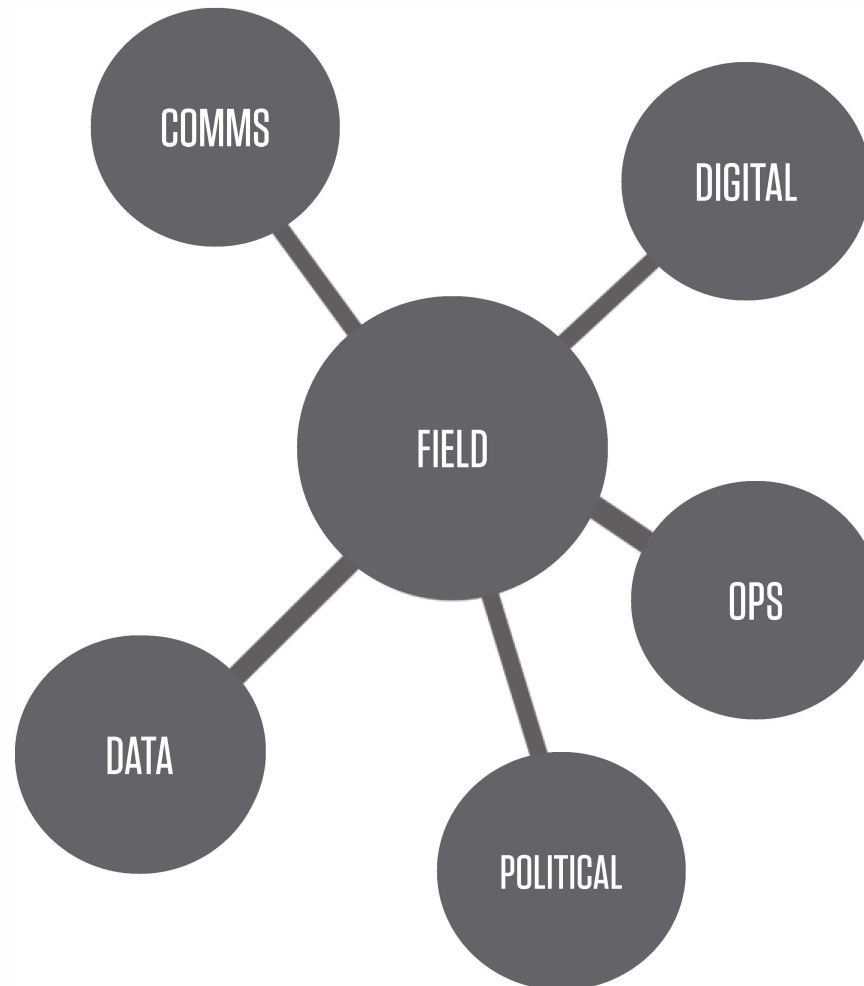
- Voter contact
- Capacity building
- 1:1 goals
- Finding staging locations



- Develop universe that sets contact goals
- Divide the turf
- 1:1 meetings with staff to assess program
- Advocating for resources and providing support



YOUR ROLE AS A MANAGER



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Agenda for today

Program Goals and Expectations

Our Learning Community

The Role of a Field Manager

Basic Framework of a Field Plan

Debrief and Close





The field plan is your campaign's blueprint to create and support an operation capable of gathering the votes necessary to win.

Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR

Present your thesis:

What do you know? Why is the campaign winnable? What is your case for your field strategy?

Sample Overview: WI Minimum Wage Resolution 38

The Wisconsin Minimum Wage Campaign projects, based on recent ballot measure electoral history, that 18% of the eligible electorate will participate in the 2014 election. We expect 104,965 Democrats and 274,286 Independents to cast ballots on Election Day. Based on our polling, we believe that 80,893 of the 379,251 Democrats and Independents are undecided on this issue.

Our goal is to persuade 51,254 Democrats and Independents to vote Yes on Raising the Minimum Wage in the state of Wisconsin. In order to achieve this goal, we will engage voters and volunteers through a layered and multi-faceted field program which will be broken down into quarters.

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Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR

Expected Turnout:

The number of people you expect to come out to vote on Election Day, regardless of affiliation

Votes You Need to Win:

How many votes you need to win on Election Day: 50% +1

Target Universe:

Who you will talk to throughout the campaign



Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR

Expected turnout

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Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR



Win number

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Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR



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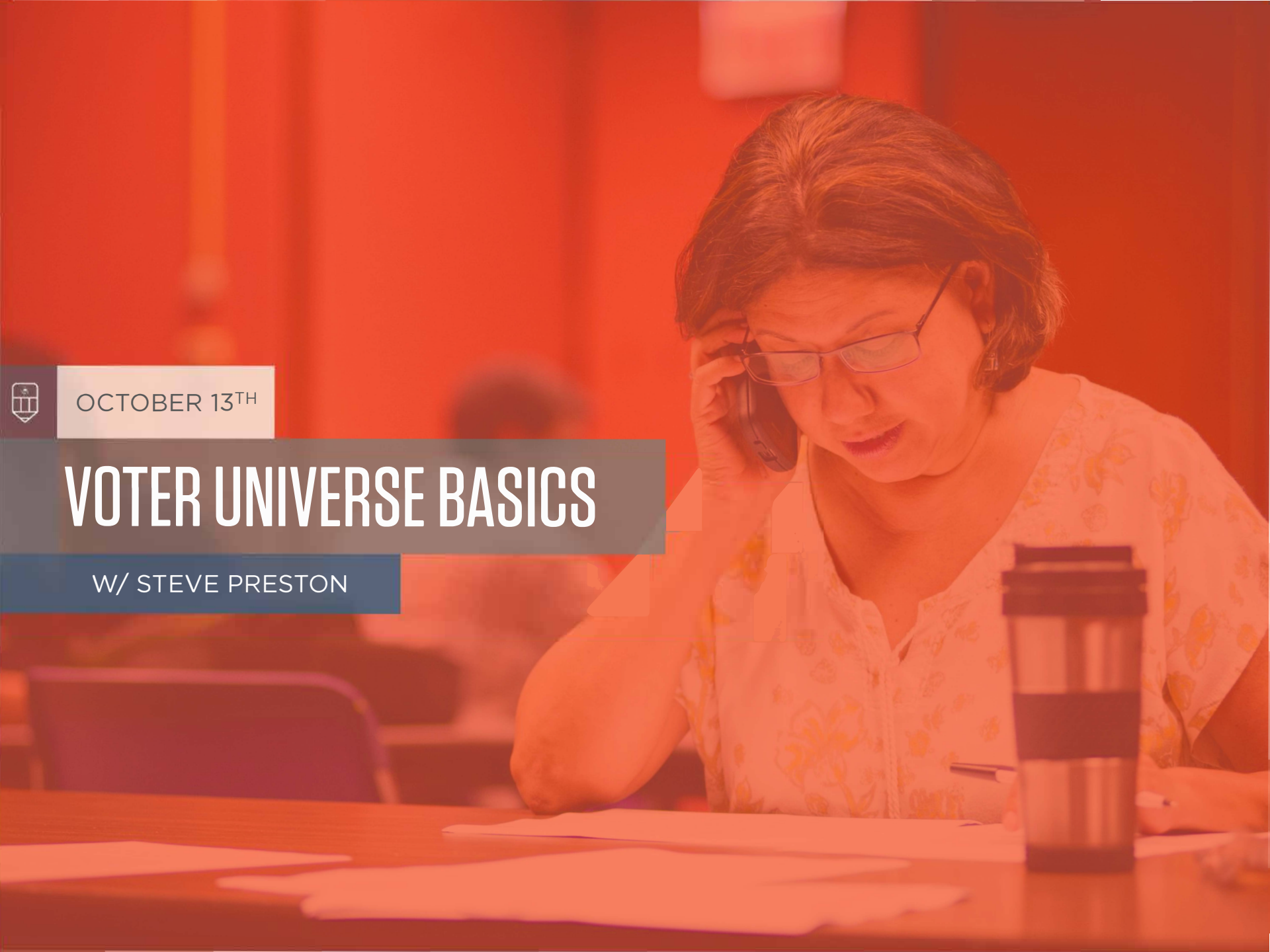




OCTOBER 13TH

VOTER UNIVERSE BASICS

W/ STEVE PRESTON





OCTOBER 20TH

GETTING TO YOUR TARGET UNIVERSE

W/ JUSTIN SOMMER



Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR

What tactics have you used in the past to build the infrastructure you need to reach out to your targeted universe?



Press 1 on the phone

OR



Type in chat box

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Basic Framework of a Field Plan

OVERVIEW

Volunteer leadership positions

YOUR UNIVERSE

Volunteer recruitment tactics

YOUR BASE

Coalition partners

CALENDAR

Politicos

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OCTOBER 27TH

CREATING CAPACITY

W/ JENNIFER WARNER

Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR



- Major benchmarks for voter contact
- Major benchmarks for building the base
- Debates and other key moments
- GOTV/Early Voting

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NOVEMBER 3RD

BUILDING A RAMP AND TIMELINE

W/ DANNY LUCIO





Agenda for today

Program Goals and Expectations

Our Learning Community

The Role of a Field Manager

Basic Framework of a Field Plan

Debrief and Close



Today's Assignment

Due: 10.11.15

Review an original field plan that has been adapted for the purpose of this assignment.

Determine how the plan covers the four main aspects of a field plan framework.



GOALS FOR THIS SESSION

Learn and understand program goals and expectations

DEBRIEF

What questions do you have regarding program logistics?



GOALS FOR THIS SESSION

Learn and understand program goals and expectations

Be able to analyze the basic framework of a field plan?

DEBRIEF

What questions do you have regarding program logistics?

What was your biggest takeaway from this framework?



GOALS FOR THIS SESSION

Learn and understand program goals and expectations

Be able to analyze the basic framework of a field plan

Feel ready to embark on this five-week journey

DEBRIEF

What questions do you have regarding program logistics?

What was your biggest takeaway from this framework?

What are you most looking forward to?





OFA TRAINING

Thank you for joining today's webinar.

Find the materials we covered, including a video and audio recording of the webinar, on the bookshelf.

See bookshelf

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