|  |  |  |
| --- | --- | --- |
| **0:00-#:##** |  | **Welcome and Introductions** |
| Duration | Slide | Point |  | Visual |
| 2 mins |  | Welcome and my personal story* We are going to throw you into the deep end of the pool. We are not going to give you 10 steps to an effective issue campaign, but rather, let you find this out yourself
 |  | Cover slide |
| 2 mins |  | Goals for this session .1* Example: John Boehner (or Paul Ryan) doesn’t just arrive at a specific decision, but often because someone has found his motivations
 |  | **Slide 1****Knowledge:*** Understand how issue advocacy influences decision makers based on their motivators
 |
|  |  | Goals for this session .2 |  | **Slide 2****Skills:*** Be able to identify the five traits of an effective issue campaign
 |
|  |  | Goals for this session .3 |  | **Slide 3****Attitude:*** Feel confident in your ability to decide what kind of messages and tactics will best move decision makers to your side of an issue
 |
| 2 mins |  | Agenda for this session* We’re going to spend a lot of time working in collaborative groups
* We’re going to whisk you away to Harmonia, a place where issue campaigns happen in a way that teaches us valuable lessons about issue advocacy
* You’re going to read about a failed campaign and identify what went wrong
* Then we’ll tie it all together and define what an issue ecosystem is
* And then we’ll debrief and close
* Any questions before we jump in?
 |  | **Slide 4: Agenda Slide**0:00-0:05 Welcome and Introduction, Goals, and Agenda0:05-0:10 Welcome to Harmonia0:10-0:70 Analyzing a failed campaign0:70-0:80 Defining Issue Ecosystems0:80-0:85 Debrief and Closing |
| **#:##-#:##** |  | **Welcome to Harmonia** |
| Duration |  | Point |  | Visual |
| 15 mins |  | UP-FRONT .1: 1. Harmonia island is a national place where issue campaigns happen in a way that teachus us very valuable lessons about issue advocacy
2. This is a really hefty packet→ You don’t need to read through it yet, and in fact, please don’t!
3. We are going to focus on JUST the first half of the first page (**Issue Campaign Alaysis: Harmonia** on worksheet)
4. Take 3-5 minutes to read through the fist half of the first page only!
 |  | **Slide 5: Welcome to Harmonia Island****Handout: OFA Issue Advocacy Workshop** |
| 05 mins |  | EXPERIENTIAL 1: Read First half of first page of **Issue Campaign Analysis: Harmonia** |  | **Slide 5: Welcome to Harmonia Island****Handout: OFA Issue Advocacy Workshop** |
| 02 mins |  | REPORT BACK ON EXPERIENTIAL 1:* So what can you tell me about Harmonia?
* What industries are in Harmonia?
* Universities?
* Demographics?
* What do we know about Harmonia politically?
	+ State districts
	+ Divided
* What is the character and mindset of the average Harmonian?
	+ I.E.- Free Thinkers
	+ EX- “I vote for the person, not the party.”
 |  | **Slide 5: Welcome to Harmonia Island****Handout: OFA Issue Advocacy Workshop** |
|  |  |  |  |  |
| **#:##-#:##** |  | **Analyzing a Failed Campaign** |
| Duration |  | Point |  | Visual |
| 02 mins |  | UP-FRONT .2: The Goals of this SectionYour goal is to work through the materials in this packets to look at a recent campaign for the minimum wage campaign to look at how it went, what happened, and what you would do differently |  | **Slide 5: Welcome to Harmonia Island** |
| 02 mins |  | * PACKET WALKTHROUGH

So let me just walk you through what is in your packet as a guide1. The first thing is “**Issue Campaign Analysis: Harmonia”**
	1. It is a 3 page document and gives you more background on the recent minimum wage campaign and other campaigns in Harmonia
2. Worksheet
	1. We’ll go over this last

You should think of the next 3 items like artifacts to observe from Harmonia:1. Blog- **Where in Shellsville is Richard Arauz?**
2. Article- **Daily Harmonian- State House of Representatives Approves Harmonia DREAM Act**
3. **InsideTheLegislature.com**
4. And Lastly, a series of tweets leading up to the vote on the minimum wage act

Included in this material is a “Dream Act” campaign that was going on at the same time, but you should focus on the minimum wage campaign and use the dream act as a guide |  | **Slide 5: Welcome to Harmonia Island****Handout: Full Packet*** **1) Issue Campaign Analysis: Harmonia**
* **2) Participant Worksheet**
* **3) Where in Shellsville is Richard Arauz?**
* **4) The Daily Harmonian-Online**
* **5) InsideTheLegislature.com**
* **Tweet Sheet**
 |
| 02 mins |  | EXPERIENTIAL 2: Read and Reflect on article Re: Harmonia and Minimum Wage |  | **Slide 5: Welcome to Harmonia Island****Handout: Full Packet** |
| 02 mins |  | * Instructions
1. You’re going to read through all of this material to understand what happened with the minimum wage campaign in Harmonia
2. Once you’re done reading and reflecting, you will use the worksheet we discussed. Please take a look at the worksheet now.
3. On the left hand side, you have room for 6 “observed” problems with the minimum wage campaign organizing strategy
4. On the right hand side, you have proposed solutions to the problems you identified with the minimum wage campaign
	1. In other words- how would you have done things differently
5. When we’re done reading, we’ll get into groups, and you’ll discuss and fill out the worksheet together
 |  | **Slide 5: Welcome to Harmonia Island****Handout: Worksheet** |
| 02 mins |  | * Repeat Back
	+ Can anyone summarize the instructions for me?
 |  | **Slide 5: Welcome to Harmonia Island** |
| 10 min |  | * Activity- Read and Reflect
	+ Let’s take 15 minutes to read through the materials individually, and then we will get into groups
	+ I will let you know when time is up
 |  | **Slide 5: Welcome to Harmonia Island** |
| 20 min |  |  |  |  |
|  | :05 |  |  |   |
|  | :15 |  |  |  |
| **#:##-#:##** |  | **Debrief and Closing** |
| Duration |  | Point |  | Visual |
| 18 |  | Debrief |  | Debrief! |
|  | :05 | Debrief: What did we learn?* What are the biggest takeways you took from this module?
* What were the differences between the 1st activity and the last activity in terms of communication?
 |  |  |
|  | :05 | Debrief: So what?* How do these differences highlight the importance of effective delegation?
 |  |  |
|  | :05 | Debrief: Now what? * How is this going to change your next project?
* Is there something in mind that you will delegate when this is over now?
 |  |  |