**Week 1: Introduction to Local Advocacy Campaigns**

Objectives:

* Participants will identify of all the components of local advocacy work
* Participants will express that local change is possible and necessary for this point in time in the United States; individual effort locally can make more of an impact than at state/federal level
* Participants feel a sense of community with the group

By the end of the session:

* Have an overview of the whole local issue advocacy process
* Have a goal/ issue statement clearly defined and refined

Assets needed:

* Workbook

|  |  |
| --- | --- |
| Time: | Activity: |
| 00- :20 | OPENING & INTRODUCTIONS* Opening welcome & introduction of facilitator
* Opening question in chat box (critical incident question): When was the first time you remember observing something in your community where you saw real, concrete change?
* Facilitator reads a few examples in the chat box, connects to the WHY we are here
	+ OFA believes that every voice matters in our democracy, and that every person can make a difference
	+ Most of our country’s conversation is limited to national issues- or elections that come around every two to four years
	+ Not only is our country’s conversation limited to national issues, but there are indicators that show minimal engagement with city elections - A study with CityLab found that only 15% of voters turn out for city elections
	+ Too many urgent issues are caught up in gridlock in Washington- we have the opportunity to be effective organizers at the local level and make huge change locally
	+ We only need to look back a few years to see what can happen historically
		- Local organizing has implications for national issues-
			* Montgomery Bus Boycott, -- planned and took a long time -- time, patience to pull off
			* countless fights for fair housing, clean air and water, fighting for a living wage- these all affect the health of the community, and we can be working towards them RIGHT NOW.
		- The health of your community is important - the act of doing civic engagement increases social connection and fabric of a community
* Ending opening question:
	+ What makes you excited to think about working at a local level? What fires you up? (Group introduces self- name, city, answer to the question)
 |
| :20- :40  | EXPECTATIONS & OVERVIEW * Why OFA is excited about this:
	+ We believe in your leadership - this group is hand picked for this development, and we are tailoring this training to be the right thing at the right time
	+ You will be getting specific feedback and support from our staff on your planning
	+ We hope to develop this group as a cohort - a place that you can come to for support, ideas, brainstorming, pushing, hopefulness
* What the commitment looks like:
	+ 10 week workshop model
	+ 5 of the weeks will be devoted to content, 5 of the weeks will be workshopping your questions and barriers you run up against during the beginning of your campaign
	+ We will present content (with a whole lot of insight provided from other volunteer leaders) and then do a week of workshopping, lasting for 10 weeks altogether with possibly extra time on the backend if needed
	+ **By the end of our time together,**
		- *Plans are nothing, planning is everything-* you will have workshopped an issue in your community and know the players, the decision makers, and as you start to work on your plan and implement it, your plans will likely change. The planning process is you setting yourself up to make good decisions and respond to development
		- Issues are not a static thing that are permanent- they change constantly
		- Guidance and tools to gather and interpret information they need to make change at a local level; *they will gain skills as they practice*
		- Example: raft on the river - looking down the river, analyzing the currents -- that is the skill
		- you will have created a campaign plan to address an issue you care about -- we are all about you being the most effective organizers you can be, pushing your leadership development, pushing for efficacy to make real, lasting change
* Overview of the content we will cover & phases of a local issue advocacy campaign (Timeline; link to skinny toolkit content: <https://docs.google.com/document/d/1gIqgqiGIBL5nHarufKw3suPRoqrfeSBsAj0VuVJzerA/edit>)
	+ Week 1: Introductions, Overview, & Defining your issue
	+ Week 2: Workshop 1
	+ Week 3: Foundations of coalition building
	+ Week 4: Workshop 2
	+ Week 5: Identifying legislation
	+ Week 6: Workshop 3
	+ Week 7: Crafting your campaign plan
	+ Week 8: Workshop 4
	+ Week 9: Evaluating barriers; determining success; role of emotional intelligence
	+ Week 10: Workshop 5
* Questions? Concerns?
* For participants:
	+ What part of the overview are you excited for? What do anticipate comes more naturally to you? What do you anticipate is more challenging?
 |
| :40- :50  | APPLICATION: Identify the problem and narrow to an issue* Identify the problem:
	+ Ask yourself the following questions: What change would make your community better? What problem can your community do a better job of addressing? What do you most deeply care about happening for the health of your community?
	+ Answer here may be fairly straight forward -- in some instances, it is fairly evident. In other instances, it is less apparent.
	+ Facilitator models an example: (what example would be good here?)
* Narrow to the issue:
	+ Define issue: In community organizing work, we define *issues* as policy changes or laws that we want to advocate for, advocate against, or advocate to change.
	+ Therefore, after we have identified a problem, it can be helpful to narrow it down to an even more specific issue. The more specific an issue, the easier it can be to identify actionable next steps you and your neighbors can take to address it in your community.
	+ Facilitator narrows problem statement above to an issue: (what example would be good here?)
	+ Possible framework -- is it actionable? Am i passionate about it? [Insert final thought from alexis]
* Group narrowed issues; facilitator gives feedback on how they can be more narrowed
 |
| :50- :55 | SYNTHESIS* Closing question: Looking at the overview of issue organizing, choose a song or an animal that represents the stages of organizing, and get ready to share it with the group
 |
| :55- 1:00 | CLOSING & NEXT STEPS* Reiteration of the importance of effective local organizing
* Next week teaser: Understanding your neighbor’s opinion & Figure out who else is working on the issue
* Homework for the next week: research organizations that are working on this issue as well (give one pager with steps)
 |

Questions:

* Group identity?
* Flow of content?
* More examples of why local organizing is THE THING, and is effective?

Content additions:

* “In the beginning the organizer's first job is to create the issues or problems.” - Alinsky
* Need to include definition of advocacy
* Need elements of effective advocacy (Community tool box)
* Expectations of program; community building and application hopes
* Overview of content

**To do -- Create worksheet & bit.ly & homework 1 pager**