**Week 9 : Persevering through barriers**

Objectives:

* Identify common barriers local issue advocates run into during the course of their campaign
* Analyze best practices
* Apply best practices to an example campaign plan

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| Time: | Activity: |
| 00- :10 | OPENING & INTRODUCTION   * Welcome, Quote for the week * Objectives for the session * Learning journey * Opening question -- annotate this slide -- if your local issue advocacy was an animal, what would it be? Why? Annotate the slide (guinea pigs!!) |
| :10 - :25 | KEY CONCEPTS   * Common challenges of local issue organizers   + **#1: What to do when people are territorial -- examples of Chicago, organizing on campuses**      - What can you give them? Agenda, speak 1st     - Emotional intelligence piece -- talking to people at a values level (reference volunteers feedback); importance of self awareness and analyzing what is underneath     - Stay involved in the long game -- show up consistently, speak to your values     - Keeping a long term view Awareness/emotional intelligence of how your actions/OFA’s restrictions may not be aligned in some places and how that may make partners react or be able to work with     - Need to learn how to best work with partners when visions/missions are not totally aligned, or when to let a partnership go if you can’t work together -- how do you choose your battles     - Establishing a reputation as a community organizer is a challenge. Keep asking until somebody agrees to work with you   + **#2: What to do when your issue is not being discussed at a state level, or at a city level**      - Patience -- people talk about certain things for a reason, don’t talk about certain things for a reason     - Political community might be small -- alderman might be the same for the past 20 years     - Be persistent and be patient     - Planning and preparation -- take advantage when opportunity arises (scott pruitt example, new council person, someone resigns   + **#3: Measuring success**      - Goal -- could be developing a coalition, group attendance, engagement     - Strategy to get decision makers on board     - Tactics: Build relationships with decision makers, hold redistricting trainings   + Questions? APPLICATION -- any other thing that you are running into? Anything that you want to keep in mind as you implement your campaign plan? * **Best Practices (Advice from volunteers)**   + OFA’s strength is **trainings** -- use that to connect with others   + Have **recurring meetings** (weekly/biweekly) to build structure -- key for success   + **Digital:**      - Using facebook, twitter to share information and updates     - Using facebook and BSD for event invites     - Would love training for how to increase exposure for digital presence, what is the difference between each digital asset and how to use each     - Tools to help share digital content - Emails that had truth team where she could go through and pick out what kinds of messages to send out on her digital channels   + **Tracking Data:**      - Guidance on what to do with sign ons - how to build a list and track data - some way to record events   + **Tools to use:**      - Sign in sheet     - “What's OFA?” flyer     - Template for that and petition     - Business cards for my leads * Best practices -- concrete -- advocacy lab   + Accentuate the positive   + Live by your values   + Plan for small wins   + Look for the good in others   + Be creative   + Be persistent, be patient |
|  | APPLICATION   * Example case study -- taking everything we have learned -- what advice would you give this local issue campaign?   + Content on the side -- issue statement, building coalitions, identifying the policy landscape, writing your campaign plan (goal, strategy, tactics) -- how would you advise?   + Link to case study: |
|  | SYNTHESIS   * Closing question: What did I learn today? What am I leaving commiting to now go, do, or understand? |
|  | CLOSING & NEXT STEPS   * Any questions as we close? * Review of homework for the week * Send out survey * Next session -- final synthesis and closing of people who are sharing what they have learned * Express appreciation, thank them for joining; express importance of joining each time |

To do

* Powerpoint (morning)
* Guided notes (afternoon)
* Write survey (afternoon)