Welcome

Fall 2017 Campus Organizing Academy

We'll get started at 8:00 pm Eastern Time

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OFA

OFA Campus Organizing Academy

Fall 2017

Kevin Lane, Training Projects Manager

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Mission *not* impossible: Achieving big goals

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Recap & updates

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Logistics

We will meet for 90 minutes

Send technology questions to organizing@ofa.us.

A recording of this training will be available later this week.

It’s cool if you tweet—use #OFAction.

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Defining an issue ecosystem

The issue ecosystem is the set of conditions surrounding an issue: current policy, public opinion, decision makers positions, political capital, etc.

The goal of issue campaigns is to influence these conditions so that decision makers enact the change you wish to see.

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Building the framework

1. An achievable, measurable, and problem-solving goal.

2. A strategy that provides the roadmap for success.

3. Effective tactics that accomplish your goal through the strategy you've developed.

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Looking ahead

1. Meet your Campus Coach and set-up your first 1:1 conversation.
2. Think about what you want to accomplish during the program.
3. For your second 1:1, come up with a clear goal to achieve in the Academy.

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Program expectations

Attend 4/6 online trainings (with make-ups)

At least four 1:1 meetings with your coach

Submit an organizer project plan

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Issues, politics, elections

OFA is a non-partisan issue advocacy organization

- We cannot coordinate with or support organizations that focus on electoral or party specific work.
- We can work with issue focused groups
- We can train individuals that are a part of political groups, but we cannot sponsor, provide resources, or direct guidance on supporting political groups.

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Questions?

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Katie Robbins

Regional Organizing Manager

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Meet each other!

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8 minutes

Small groups

Things to share:

1. Name and where you're from
2. School you're attending
3. A big goal you have for this year

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Debrief

Raise your hand or type in the chat box

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Achieving big goals:
Case studies

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Learning

Determination

Vision

What are your examples?

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Setting the right goal

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A goal is a target. Without one, you'll never hit the bull's eye!

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Good goals are measurable, realistic, and solve a challenge.

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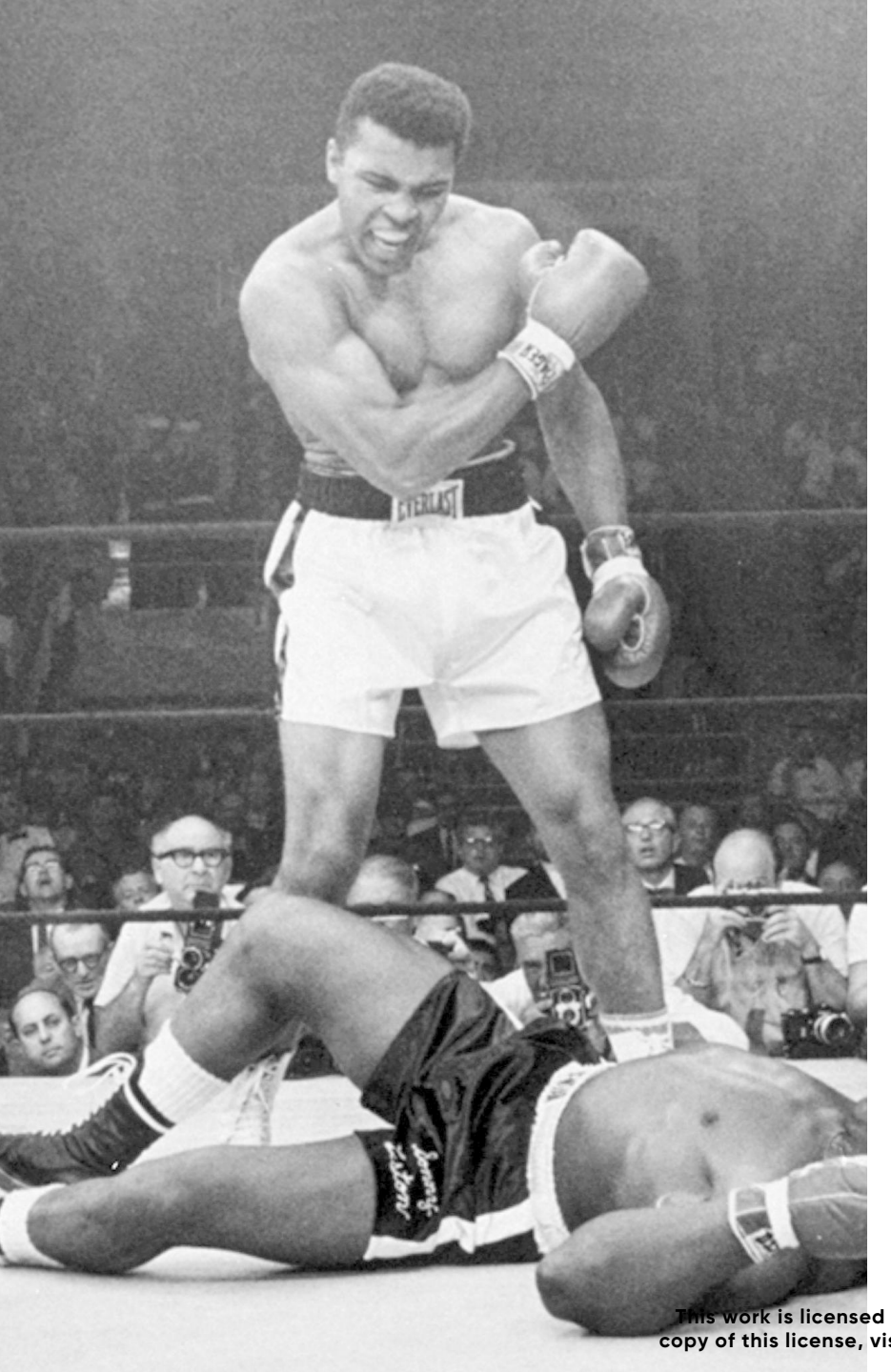

Quotes on goals

“If it doesn’t challenge you, it won’t change you.”

“Set your goals high, and don’t stop till you get there.”

“Set goals that excite you and scare you at the same time.”

“Be stubborn about your goals, and flexible about your methods.”

“Success is not built on success. It’s build on failure. It’s build on frustration. Sometimes it’s build on catastrophe.”

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Aim for the 50/50 mark

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Setting a proper goal

Small groups

1. Imagine you are a member of a new student group, Climate Action NOW.
2. Your group is holding its first meeting and deciding on its goals for the year.
3. Read through the goals and analyze them based on their measurability, feasibility, and if they solve a challenge.

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Pass a university resolution that commits 50% of roof space an all new buildings and 25% on current buildings for solar panels.

Pass a resolution that forces the university to divest from fossil fuels by the end of 2018.

Pass a resolution that commits the university to using more renewable energy sources, like wind and solar.

Pass a resolution that forces the university to analyze its current carbon footprint and publish the results.

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Setting a proper goal

Small groups

- What goal did you choose, and why?
- Did you make any edits to the goal?
- Did you pick something else entirely?

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So you want to run a campaign?

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The "Big Picture" goal

The first step in developing a campaign is determining the "big picture" goal. What do you need to achieve to be successful?

In elections, it's getting 50%+1 votes.

On issues, it can be a number of things.

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Building in benchmarks

Benchmark goals are the stepping stones to measure progress and keep you on track.

They also serve to build a proper ramp towards achieving your big, ambitious goal.

Benchmarks take into account: time, capacity, additional resources.

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Katie's example

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Get on "A" on your term paper

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Get on "A" on your term paper

Waiting until 9pm the night before a paper is due is not the best way to achieve your goal.

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Get on "A" on your term paper

Waiting until 9pm the night before a paper is due is not the best way to achieve your goal.

Instead, you build in benchmarks:

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Get on "A" on your term paper

Waiting until 9pm the night before a paper is due is not the best way to achieve your goal.

Instead, you build in benchmarks:

1. Pick a topic for the paper
2. Read & take notes all source materials
3. Complete your first draft
4. Edits, revisions, and peer review
5. Final draft complete
6. Spot-check any typos, spelling errors, etc.
7. Get an A!

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Proper benchmarks

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Proper benchmarks

1. Benchmarks too should be measurable, realistic, and oriented towards solving challenges.

2. They timelines that make sense given your overarching goal.

3. They help track performance, and allow you to pace yourself over time.

4. Are adjustable!

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Shout out

When have you used benchmarks?

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Organizer ramp

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Organizer ramp

Big picture goal:
Convince Congresswoman Robbins to vote “no” on HR 365

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Organizer ramp

Big picture goal:
Convince Congresswoman Robbins to vote “no” on HR 365

How do we get there?

1.) Team building benchmarks

2.) Outreach benchmarks

We need thousands of constituents to call, pressure, rally, and take action on this issue. One organizer can’t do it alone.

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Organizer ramp

Big picture goal:
Convince Congresswoman Robbins to vote “no” on HR 365

Team building benchmarks
Team building starts first and continues to increase quickly over the first few weeks of the campaign.

Outreach benchmarks
Outreach goals start very low to allow you to build up your team. They increase quickly once your team has been built.

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Organizer ramp

Big picture goal:
Convince Congresswoman Robbins to vote “no” on HR 365

Ultimately, it is the outreach actions that will get you to the big picture goal.

But you can’t do the proper outreach without the right size team and capacity.

Both your team building and outreach goals need to follow an increasing ramp.

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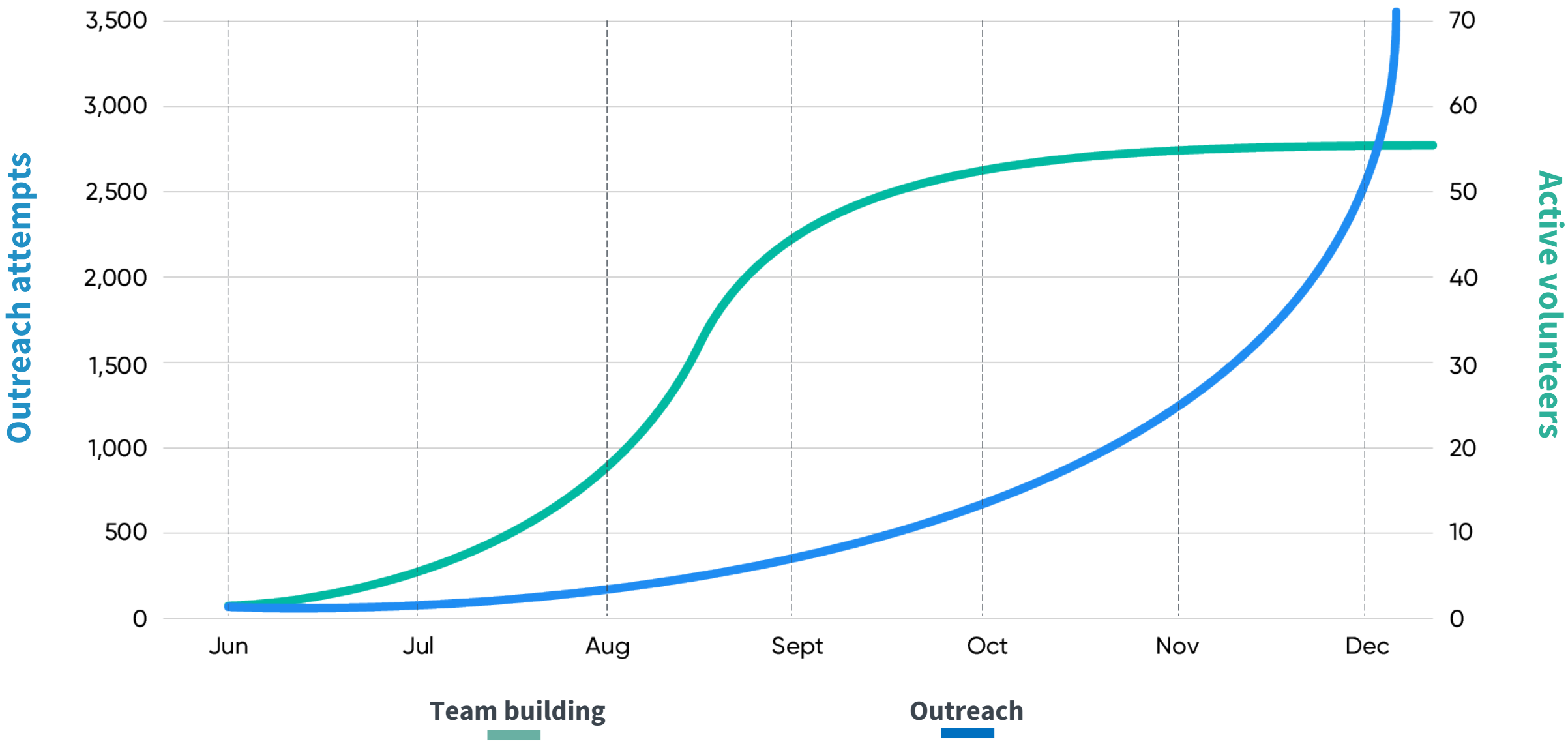
Monthly Campaign Goals



Putting it all together

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Debrief

Raise your hand or type in the chat box

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Next steps & close

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Join us on Slack!

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Next call:

Thursday, October 12
7pm Central Time

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Any questions?

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