

CAMPAIGN ORGANIZING BOOTCAMP

Trainer Guide

On the weekend of September 22-23, OFA volunteers will hold an OFA Training Weekend of Action that will consist of a 2-5 hour bootcamp training. For information on facilitating these trainings, please refer to the [Introductory Guide](#), which refers to the curriculum you and your community will cover during these sessions.

This guide, however, is helpful for planning and hosting your bootcamp on any day. Since this is a “create your adventure” by choosing the modules, date and time that work best for you and your team, then this guide will help you think through what you need. So if you cannot host a training on that weekend, you should still reference this guide.

Use this guide to plan the logistics of your training—everything from locking a location to creating a team to help you host a successful event. On a separate note, you will receive the curriculum, which will include all the materials you will need for the day of the training.

Let’s get started! Putting together an event is easy when you break down the steps necessary for a successful training, so we’ve created a simple checklist for you to use as you plan yours.

Campaign Organizing Bootcamp Training Weekend of Action timeline:

September 4 (2.5 weeks before)	Review recordings and slides of each session; identify which sessions feel most relevant for the needs of your community
September 8 (2 weeks before)	Identify 4 potential training venues
September 14 (1 week before)	Training venue locked down Create an Action Network event
1 week before your event	Practice, practice, practice! Find a friend or volunteer who will be helping you on the day of the training to help you run through the whole thing.
September 22-23 (or any day you choose!)	Campaign Organizing Bootcamp training

Step 1: Ask for help

You can—and should—recruit friends, family, and community members who can help you. [Use this checklist](#) to help you keep you track of the status of your to-dos and who's doing them.

Step 2: Determine which sessions you will be conducting

Take some time to read through the [Introductory Guide](#) and determine what sessions you will be training on. This will determine the length of your training.

Step 3: Set a date and time for your training event

We are asking folks to host their training events on September 22-23.

Pro tip: Be sure to think about factors that will make the training most inclusive for your team and your attendees. When considering times, remember to block off enough time for your training. Consider any community events already scheduled, typical work hours for your community, and other factors that may limit people from attending.

Step 4: Identify 4 potential locations by Friday, September 8

Finding low-cost, or free, venues may be easier than you think. Here are some things to consider when selecting a location:

- How many people are you expecting to attend? Be realistic in your goals—this is not about quantity but quality of people who care about this issue.
- Depending on the size of your audience, conference rooms or even your own living room are ideal spaces. Other suggestions would be to check your local library, community center, schools, or even faith institutions to see if they have space available.
 - Trainings larger in size may consider union halls, community centers, co-working spaces, or other community spaces (such as churches or other meeting halls).

Use [this training venue guide](#) to help identify the ideal location for your training.

Step 5: Secure a training location by September 14

Now that you've spent time exploring different training locations that work with your date and time, you should lock your location at least one week in advance of your training. This will give you time to focus on practicing your training and recruiting participants.

Ultimately, make sure you have access to the training space at least 1 hour before the training and 1 hour after the training, which should give you ample time to set-up and cleanup.

Step 6: Put your event in Action Network

We highly recommend posting your bootcamp online on our [Action Network campaign](#). Not only will this let the OFA staff and volunteer community know that you're putting on a great organizing event, but we can also help promote your events to other OFA community members in your area who might live near you.

If you've never set up an event on Action Network before, check out this short [guide for new users](#), which you can also find in the [Toolkits & Resources](#) section of the OFA website.

If you need help recruiting people to your event, **be sure to post by Friday, September 14 so we can help promote your event with an email to the OFA community near you.** Once you post your meeting event on Action Network, you'll be able to promote your event online, collect RSVPs, and follow up with your attendees.

Step 7: Recruitment

Recruitment is one of your most important roles as a host. No meeting—no matter how well planned—can truly be successful without people there to participate. At its core, organizing is fundamentally about building relationships. The larger and more cohesive a group of people are working together to make change, the more effective and powerful they will be.

Recruiting someone to attend an event is not just getting a verbal commitment, or filling out a single online form. It is a continuous process of ensuring commitment all the way through the day of the training.

The way to recruit effectively is not magic; there is a formula and key steps you must follow if you're going to achieve your goals. Every event will always have a number of people that are unable to make it, but by taking these steps, you can actively reduce that number.

- 1) The first ask is to register, or RSVP. When asking for someone to join, your event info should include the specific location, time, and date of your training.
- 2) The second ask is a confirmation.
- 3) The third ask is a final reminder. This is less of an ask and more of a friendly reminder the day before the training.

Step 8: Practice, practice, practice!

We cannot emphasize this enough. At least twice prior to the event, you will need to run through the material. Schedule time with everyone who is involved—any speakers, the people who are helping, etc.—to make sure everyone understands their role during the training. And equally as important, so that everyone is comfortable with the material, remember to practice the timing and pacing of the training as well.

You will know you are prepared for the session if:

- You can present it with minimal amount of notes
- You keep within the time limits of the sessions
- You have personalized the training by bringing in your own stories and style to the training

Step 9: Print all materials that you need to print

You should plan to do this at least a couple days ahead of your training in case there are any technical glitches—you will still have plenty of time to resolve them. This is a task that can be easily delegated to a team member, so be sure to use your checklist!

Step 10: Confirm training participants

Just like with any type of volunteer action, when hosting a training you should confirm with the folks who have signed up for your training. Personal outreach to confirm their attendance will boost participation considerably.

Think of confirming participants as having an ongoing conversation with them, rather than a rudimentary call or email that must be done. In other words, make it personal! Think of how you would confirm that you're going to the movies with a friend. Make sure to ask if they have any questions and repeat the time, date, and location of the training. Most of all—let them know you're excited to see them! You can even ask them to participate further by bringing a beverage or snack.

You should confirm participants:

- One day before the training by phone
- Two days before the training by email

Step 11: Test all technology and set-up the room

Remember to test your audio/visual equipment and that you are comfortable using it. Some venues will provide equipment and others don't so be sure to work with them to get your questions answered.

A rule of thumb—technology is finicky and tricky, even for those who consider themselves well-versed. It is very important that you test all equipment—video, audio, internet, etc.—several days before the training so that if you have issues, you have time to troubleshoot the problem.

Once you know everything is working, then be sure to have the room set-up before the first participant arrives so you are ready to go at the designated start time.

Step 12: Thank all of your attendees and make your ask

Organizing is about relationships, plain and simple. If nothing else, remember that everyone who helps out with or attends your training are individuals who are doing so for a reason—they bring their own passions, stories, backgrounds, and levels of experience to the table.

It is equally important that you express gratitude to your participants, any guest speakers, local groups, and your location host for the time they have given to attend your training.

If you have taken all of these steps—congratulations! You've done it.