

Welcome

We will begin at 7:30 pm Central Time.



OFA Community Engagement Fellowship

Summer 2018 / #OFAFellows

Tweet today using
#OFAFellows

Goals for today

- 1 Be able to synthesize the main takeaways of the community engagement fellowship.
- 2 Feel prepared for the next steps of your fellowship.
- 3 To begin to formulate your plan for staying involved in the progressive movement.

Agenda

Review the fellowship learning journey

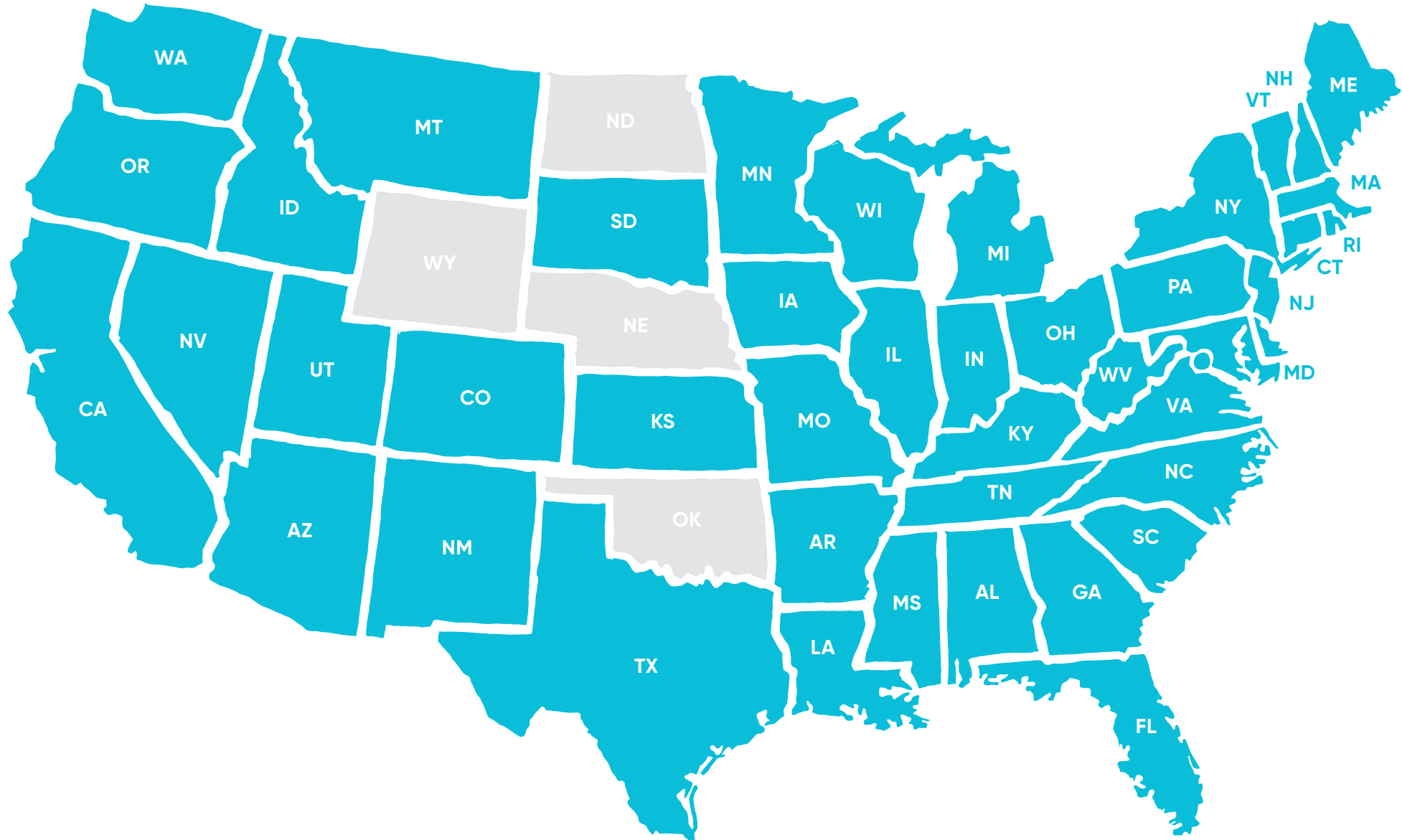
Discuss graduation requirements

Staying involved with OFA and the progressive movement

Debrief and close

You're joining something big.

- We accepted over 450 applicants from across the country for the summer fellowship.
- Fellows represent 43 states.
- Over 47% of fellows are new to organizing (less than 1 year of experience).
- You're joining thousands of OFA training alumni



Our big goals

- 1 To equip individuals with the skills to identify the root problems affecting the health of their community.
- 2 To illustrate pathways towards making a strategic, local impact on these identified root problems.
- 3 To connect the drive to take action with a concept of leadership that empowers individuals to become transformative organizers.
- 4 To foster a deep sense of community within the fellowship cohort and OFA at large.

OFA's core purpose

OFA's core purpose

**To create a more accessible
and participatory democracy**

5 minute reflection



Craft a movie title and plot description that reflects your personal experience during the fellowship?

What's your movie title?



Type in the chat box

Where we've been

Your learning journey

Week 1: Welcome to organizing



Danielle
@itsdaniellelynn

Diving into @OFA's Summer Fellowship, excited to learn community organizing skills to empower our local Deaf community to be changemakers! 🤘 #ofafellows #riad #leadk



Lindsay Albert
@lindsayalbert

Started my #OFAfellows training today ! Excited to start working towards positive change instead of feeling miserable about this country.



Shane Warren
@sgwhimsy

#OFAFellows I'm realizing that there is a tsunami of activists - especially young activists- who are dying for the chance to become better organizers. People my age are not alone.



Lizi Myers
@lizi_myers

#OFAFellows Anger can be the motivation but not the message



Hope-filled
@lauracdavis27

#OFAFellows I decided my capstone project. Form a team of people to evaluate the viability of establishing a non-profit Youth Center in my town, for 6th-12th graders. There's no program/place for this age group. and it's needed.

#NoKidsFallinThruTheCracks



di
@_dianaaluv

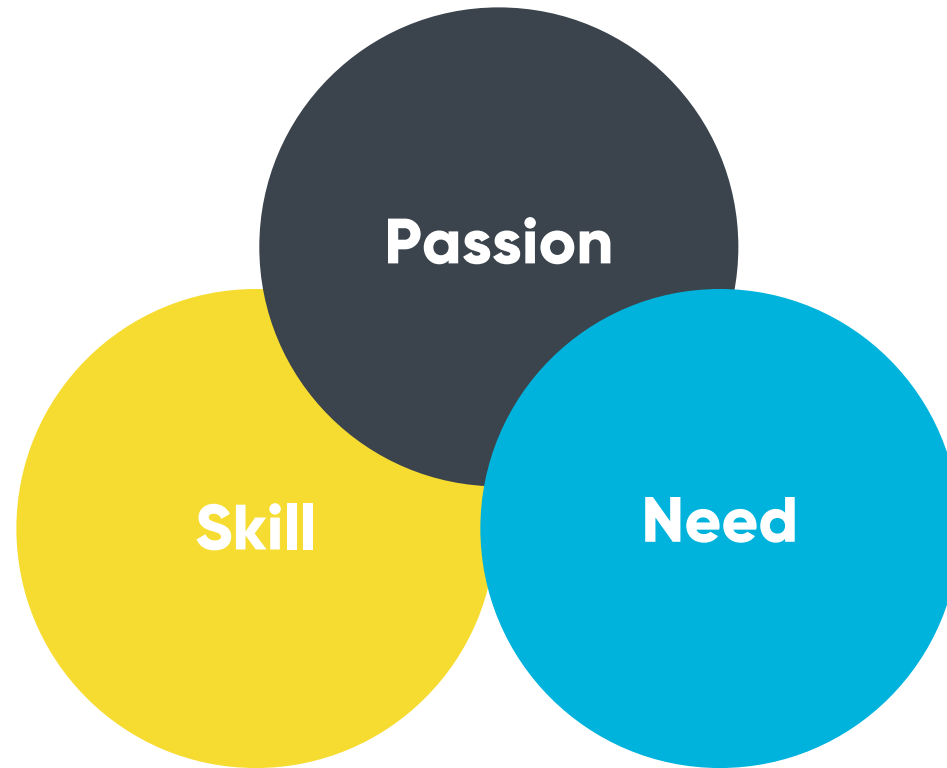
I'm so happy to be part of #OFAfellows Everyone is so passionate about taking action to uplift their communities & enhance social justice. ❤️



Lorie Cavin
@LorieCavin

First training with #OFAFellows tonight! 450 of us from 43 states & 47% of our group are new to organizing! Create accessible & participatory democracy!

Finding your thing



Four steps to identify a root problem

- 1 How do we define a healthy community? How do we know it when we see it?
- 2 What resources are our communities currently lacking? What challenges are they facing?
- 3 Why do they lack these resources? Why are they facing these challenges?
- 4 What can we do about it? What resources do we have?

Your learning journey

Week 1: Welcome to organizing

Week 2: Leading with your values & telling your personal story

Challenges to persuasion

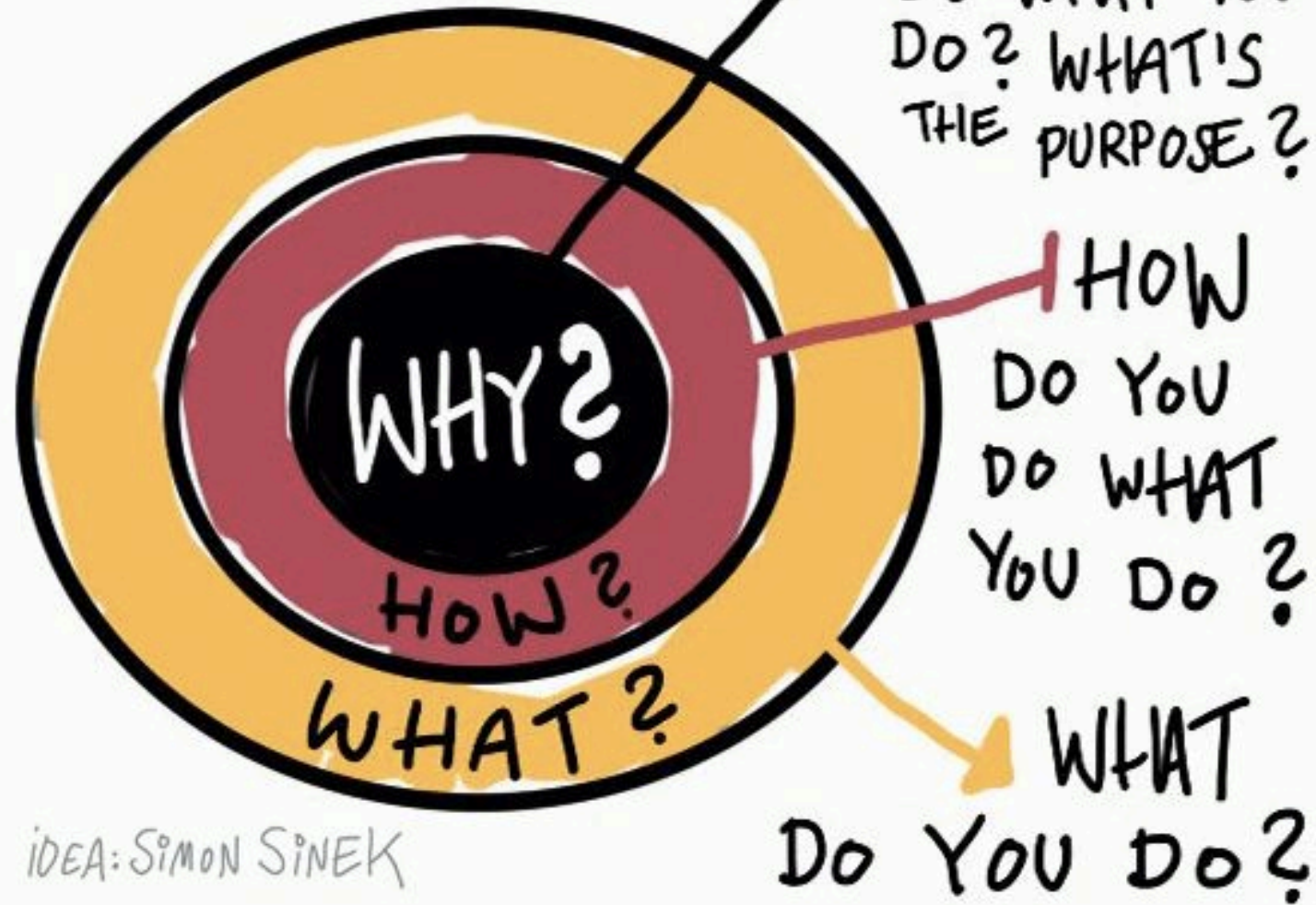
**Personal
Anxiety**

**Interpersonal
differences**

**Fractured
political
context**

**The “ask”
typically
associated**

GOLDEN CIRCLE



IDEA: SIMON SINEK

Putting it all together: The framework of your why

**Critical
incident**

What is a critical incident that leads to what you believe and why?

Values

What values are present underneath your critical incident and why?

Practice

**How will you practice communicating your values in way
that resonates with diverse groups of people?**

Your learning journey

Week 1: Welcome to organizing

Week 2: Leading with your values & telling your personal story

Week 3: Voter contact best practices

Why turnout conversations?

***Source: Analyst Institute**

Accountability to vote

- Reminds voters of the norm of voting
- Increases the likelihood that someone will vote

Pledging to vote

- Voters who pledge to vote are more likely to turnout than those who don't intentionally do so

Vote planning

- Vote planning effectively cuts past “fast thinking” reactions of voters in conversations. A majority of sporadic voters will say “yes I will vote,” but may not intentionally plan to

A GOTV CONVERSATION FRAMEWORK:

Remind voters of early vote, VBM, etc...

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Help voters make a plan

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Ask voters to verbalize their reasons

A GOTV CONVERSATION FRAMEWORK:

Remind voters of early vote, VBM, etc...
Help voters make a plan
Ask voters to verbalize their reasons
Don't focus on candidates or issues

Your learning journey

Week 1: Welcome to organizing

Week 2: Leading with your values & telling your personal story

Week 3: Voter contact best practices

Week 4: Digital organizing

Strengths of Social Media

- Millions of people communicating, sharing, ready to engage.
- Public forum, real-time conversations, trending topics, and breaking news.
- Low-level engagement like sharing and liking is easy.

Uses for Organizers

- An easy point-of-entry for potential supporters.
- Gives organizers a platform to tell our stories, make our case, and find shared values.
- Connect with folks, build networks, lift each other up, share resources, organize.

Tips & best practices for writing

This guide is optimized for your phone—use it on the go!

#OFAAction

OFA

Tips for using social media for an event

This guide is optimized for your phone—use it on the go!

#OFAAction

OFA

Using #hashtags and @handles

This guide is optimized for your phone—use it on the go!

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Using #hashtags and @handles

Amplify your message by using hashtags and handles the right way. Don't just post your content into the void—make sure you're plugging into the right conversations with the right folks. And always use #OFAAction when talking about your organizing work!

Haven't signed up for a social media platform yet?

Get started on Twitter

Get started on Facebook

What's a hashtag?
A hashtag is any word or string of characters (not including spaces or special characters) that has a # symbol at the beginning (e.g. #Obamacare, #OFAAction, #RubberStamp, or #ProtectOurCare).

A hashtag basically indexes your tweet or post based on the "keyword" that follows the # symbol. They were designed as a way of organizing tweets

Your learning journey

Week 1: Welcome to organizing

Week 2: Leading with your values & telling your personal story

Week 3: Voter contact best practices

Week 4: Digital organizing

Week 5: Event management

Leadership is a
process by which an
individual uses
influence with a group
for positive change.



Event goals

- 1 **Why:** Purpose—why are we organizing this event?
- 2 **What:** What do we want to do? What does success look like?
- 3 **When:** When will this event happen? Plan A, B, C, D
- 4 **Where:** Where will this event take place? Plan A, B, C, D
- 5 **Who:** Assign roles—who will do what? Who should be involved?
- 6 **The ask:** Always be ready with the next step for your audience for how they can stay engaged and take more action!

Your learning journey

Week 1: Welcome to organizing

Week 2: Leading with your values & telling your personal story

Week 3: Voter contact best practices

Week 4: Digital organizing

Week 5: Event management

Week 6: Tying it all together

Agenda

Review the fellowship learning journey

Discuss graduation requirements

Staying involved with OFA and the progressive movement

Debrief and close

Fellows project plans

Fellows projects plans

- What's the root problem you've identified that is affecting the health of your community?
- What organizing issue will you work on to make a measurable impact on this root problem?
- What leadership values will you bring to your organizing? What role will you or your team fill on this issue?
- What groups and members of the community do you need to engage on this issue? Who does this root problem affect? How will you bring them into your organizing work?

Fellows projects plans

- What coalitions and organizations will you reach out to for creating partnerships in your local community?
- Please provide a short description of the project itself. What are you working on? Is it an event, a series of events, a sustained plan for raising awareness on the issue? Be concise but thorough.
- Given your project description above, what do you need accomplish in the next 6 weeks? 12 weeks? Be specific, list out your goals and strategy for achieving them.
- Overall, what is your measure of success? How will you know if you've accomplished the goals of your project? (hint: get creative here)

Graduation requirements:

- 1 Participate in the fellowship weekly webinars.
- 2 Complete a Fellowship project plan detailing what your next 6 and 12 weeks of organizing looks like.
- 3 Complete the Graduation form by the Friday, August 31.

Reporting back:

Please email a recap and pictures of your events and organizing work to fellows@ofa.us.

We love seeing Fellows events and updates on social media so be sure to share pictures and highlights from your event!

Questions about the graduation requirements or expectations?



Type in the chat box

Agenda

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**OFA is committed to building
a new generation of progressive
leaders to meet the challenges
of today and prepare for the
challenges in decades to come.**

Respect
Empower
Include
Organize

Staying involved with OFA:

Tomorrow you will receive an email that contains a link to a Graduation form.

Parts I & II of that form will ask you questions about your mailing address and key takeaways from the fellowship.

Part III of the form will ask you if, and how you would like to stay involved with OFA after the fellowship ends.

Hint: There are a ton of ways to say involved with OFA!

STAYING INVOLVED WITH OFA

Organizing '18

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Chapter development

STAYING INVOLVED WITH OFA

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Digital communications

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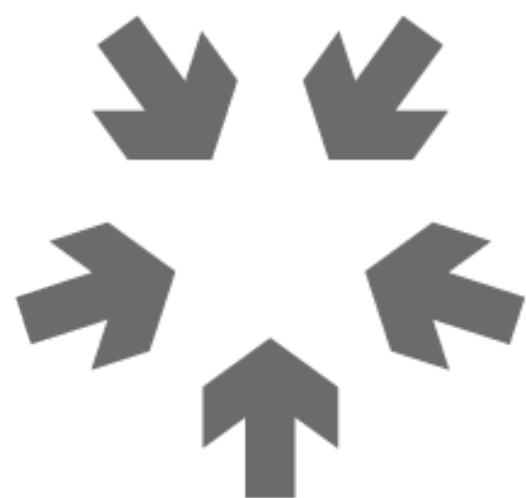
STAYING INVOLVED WITH OFA

Organizing '18
Chapter development
Digital communications
Issue campaigns
Trainings

What questions about how to stay involved with OFA?



Type in the chat box



THE
ARENA



B L U E

INSTITUTE

THE COLLECTIVE

★★★★★ **POLITICAL ACTION COMMITTEE**





**RUN FOR
SOMETHING**

Wellstone



VICTORY

INSTITUTE

**Questions about our
partnerships?**

Agenda

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Assignment:

**Graduation
form due
Friday,
August 31**

Be sure to complete and submit the graduation form to ensure that you receive a fellowship certificate.

This will also be your opportunity to indicate how you want to stay involved in OFA going forward.

Thanks for an amazing Fellowship!

Email fellows@ofa.us with any questions.