

Welcome

We will begin at 7:30 pm Central Time.



OFA Community Engagement Fellowship

Spring 2018 / #OFAFellows

A man with glasses and a lanyard is looking down at a document he is holding. The background is a blurred image of another person's arm and shoulder. The text is overlaid on the image.

Building coalitions

Identifying and growing partnerships

Tweet today using
#OFAFellows

A close-up portrait of Dana Mayber, a woman with long dark hair and tortoiseshell glasses, smiling warmly at the camera. The background is a blurred, textured wall.

Dana Mayber

Deputy Campaigns Director
[@danamayber](#)

Goals for today

- 1 Learn strategies for engagement with organizations and partners in your community.
- 2 Be able to host effective partner meetings that result in actionable next steps.
- 3 Feel confident being able to grow your organizing work by tapping in to your local community organizations.

Agenda for today

Recap from previous week


Establishing new partnerships

Managing partnerships effectively


Practice scenarios

Debrief & next steps

Week 4: Key takeaways


 **Clarissa Laguardia**
@LaguardiaCG [Follow back](#)

The WHY motivating us to do this work is beyond powerful because it creates the opportunity for personal connections. Ready to begin implementing this info [#OFAFellows](#) [#Sacramento](#)

 **Kerry Webb**
@kerrywebb5255 [Follow back](#)


Speak too loud and people filter the message out. Speak too softly and no one hears. Speak with a collective voice of like minded individuals, and you change the world.
[#OFAFellows](#) [#TheResistance](#) [#NeverAgain](#)

7:52 AM - 19 Apr 2018

 **Brian Ford**
@brianjohnford [Follow](#)

Key takeaways: know why you do what you do and start with that. People will respond to what genuinely motivates you. [#OFAFellows](#)

10:03 AM - 22 Apr 2018

 **Susan Brooks**
@brooks2315 [Follow back](#)


[#OFAFellows](#) takeaways. How many people do I know who've drastically changed positions on something? Change is slow and difficult but we can talk to each other civilly and connect.

6:51 PM - 18 Apr 2018

 **Mitchell Colley**
@MitchellColley [Follow back](#)

Why communicating the reasons "why" we do what we do, we increase our chances to identify common ground. [#OFAFellows](#)

6:04 PM - 18 Apr 2018 from Los Angeles, CA

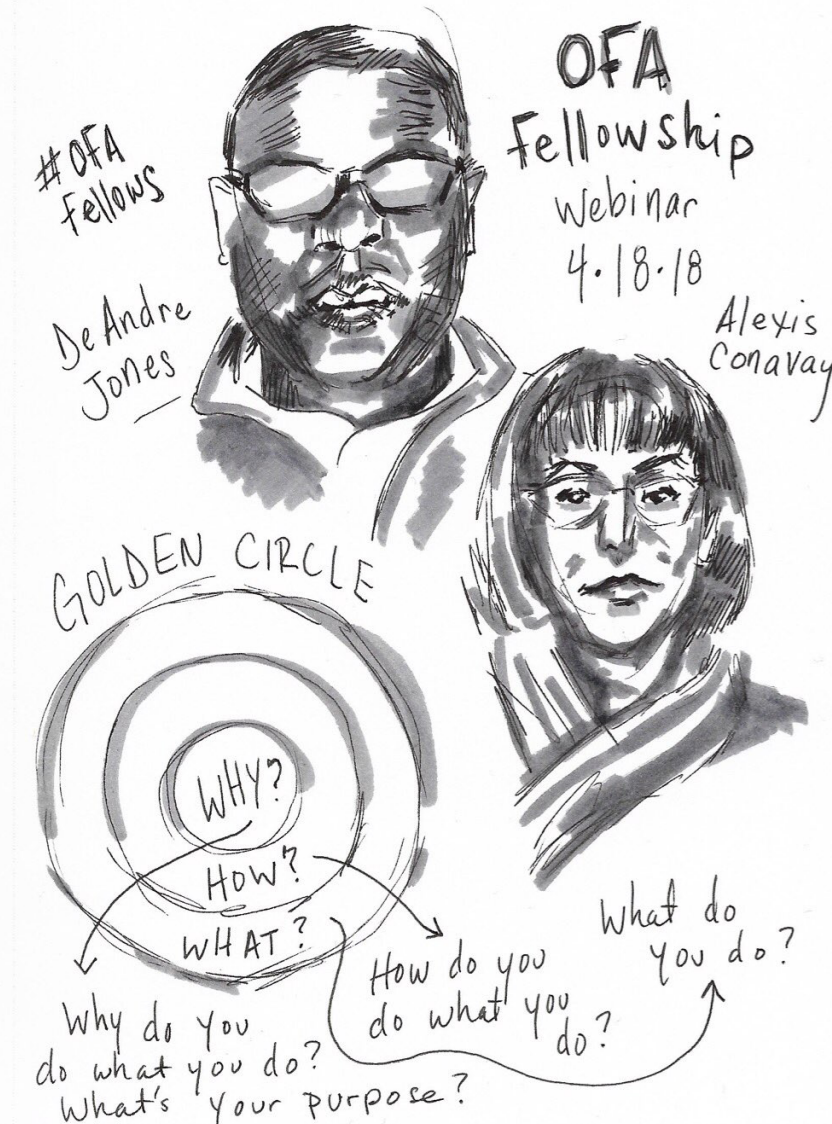
 **Jen Rivers**
@jenniferrivers [Follow back](#)

[#OFAFellows](#) I've been organizing for about 2 years, and tonight's lesson is spot on! Takeaways: your critical event(s), values, and practice are vital, as well as your why. Also, finding and using your critical event is very, very healing! 🚚

7:04 PM - 18 Apr 2018

 **Christina Asdel Cisneros**
@casdelcisneros [Follow back](#)

A little webinar sketching. Thanks Alexis! Thanks DeAndre! [#OFAfellows](#)
[battlebrunch.com/2018/04/18/ofa ...](#)



Putting it all together: The framework of your why

**Critical
incident**

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

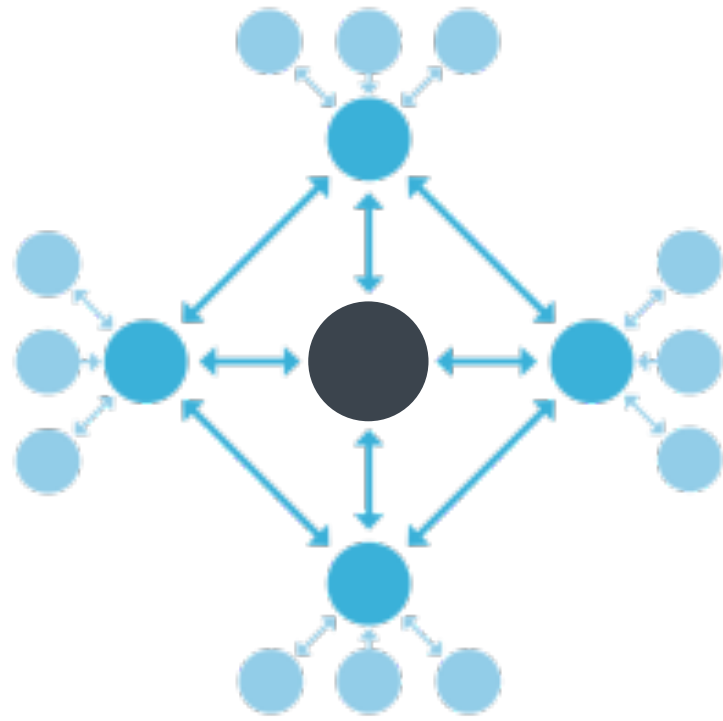
Values

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?**

The Snowflake Model



- 1 Structured to empower leadership and delegation of responsibilities.
- 2 Clear lines of communication and coordination.
- 3 Working in harmony to accomplish a unifying goal.

"We're approaching leadership as a practice, not leadership as a position...It's about accepting responsibility for enabling others to achieve purpose under conditions of uncertainty."

MARSHALL GANZ

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**Why do we want to partner
with other organizations?**

**Pooling resources makes
us all more effective!**


Every organization has unique strengths and weaknesses.

**By partnering strategically,
we can reinforce strengths and
minimize weaknesses.**

**Generally, partnerships create
a more vibrant and
sustainable movement.**


Establishing partnerships

Establishing partnerships



**Do your
research**

Establishing partnerships



**Do your
research**



**Hold 1:1
meetings**

Establishing partnerships

**Do your
research**

**Hold 1:1
meetings**

**Find coalition
tables**

What is a coalition table?

- 1 **Recurring** meeting of individuals, representative from groups and community organizations with common interests and goals.
- 2 **Provides space** for updates and discussion on messaging, calendars, and tactics.
- 3 **Concludes** with agreed upon actions and next steps.

Joining a coalition table

- **Identify** key decision makers. Ask!
- **Become a regular** and contribute.
- **Bring the doughnuts** or host the space.
- **Sweep the floor.** Do the tough jobs.
- **Under promise, over deliver.**

Share out

What are other ways you've identified new potential partnerships?

What did you do to nurture and grow these relationships in order to be productive?

What are some of the biggest challenges you've faced when meeting new partners?

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What does a 1:1 look like?

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- **Educational**; you should listen as well as guide the conversation.
- **Follow-up**; they always end with clear next steps.

Understanding the 1:1

Individual reflection and sharing

- 1 What are some of the reasons you'd have a 1:1 meeting?
- 2 When would we want to connect with others through 1:1's instead of in bigger groups?
- 3 What must we do to consider the 1:1 a successful meeting?

What is the ultimate goal of a 1:1?

- 1 Develop deep relationships to generate trust and accountability with partners who want to get involved.
- 2 Better understand the resources, capacity, strength, and challenges our partners face in order to learn how we can work best together.
- 3 Make the hard ask so that partners will commit to get involved and join our organizing efforts.

Logistics, agenda, and flow

Some logistics to keep in mind

- Typically 30-45 minutes long.
- In a quiet, sit-down location (café, office, etc.)
- Scheduled and purposeful, not general chit-chat.
- Gather information, share values.
- Create an opportunity to get involved!

The flow of a 1:1

1 Connect / Respect

2 Listen / Empower

3 Ask / Include

The flow of a 1:1

1 **Connect / Respect**

Connect their story and your story into the larger story of OFA.

Remind that individual actions will lead to lasting change.

Develop a shared passion into the urgency of acting now.

Weave their local community into the national movement.

The flow of a 1:1

2 Listen / Empower

What change do they want to see in their community, in our national dialogue, in the way we relate to each other?

How do they want OFA and like-minded organizations to play a part in making this change?

How do they view themselves as being the change they seek?

The flow of a 1:1

3 Ask / Include

A 1:1 only leads to real change if the individual chooses to get involved.

Be ready with multiple asks, multiple ways they can get involved.

Specificity and details matter.
People want to know what they are signing up for!

We can only make things better if people like you get involved!

Sample 1:1 agenda

1. Align on purpose of the meeting.
2. Share each other's personal story.
3. Make connections—what is their passion? What do we have in common?
4. Ask for feedback—what do they need to get involved?
5. Make the hard ask
6. Next steps!

Managing your partnerships

Managing partnerships

Managing partnerships

Reinforce your theory of change

Negotiate

Don't always be right

Never burn a bridge

Under promise, over deliver

Know your role

Develop trust

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Partnership scenarios

Shout out!

Scenario 1:

Your campaign has been organizing a rally in an area that is conservative and crucial to your campaign. After almost a month of organizing for the event, another group has asked that your campaign not be listed as an event sponsor because the organization is seen as “too liberal” and could hurt the campaign in such a conservative area of the state.

What would you do?

Partnership scenarios

Shout out!

Scenario 2:

One of your key targets is hosting a town hall event next week. One of coalition partners is proposing that groups show up and intentionally cause disruptions and engage in civil disobedience inside the town hall to derail the event. Based on your target's motivations and your guiding theory of change, you and several other members of the coalition don't think this is an appropriate tactic at this point in time.

What would you do?

Partnership scenarios

Shout out!

Scenario 3:

Your campaign and several partner organizations planned a Day of Action several weeks from now. You're planning several large canvasses to get the word out about your campaign and ask voters for their support. You're also planning to pitch these canvasses to local press to get earned media for your campaign. Another organization has decided to host a press conference the same morning, featuring teachers who support the same issue you're working on. They will be inviting all of the major local news outlets to cover the press conference.

What would you do?

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Debrief

What questions do you have establishing or managing partnerships?

What questions do you have regarding 1:1 meetings?

How will you apply this to your future organizing work?

What are your key takeaways?



Type in the chat and tweet using #OFAFellows

Weekly assignment: Due Wednesday, May 2

ofa.us/get-trained/fellows-2018-spring-fellowship

- 1 What organizations do you need to get involved in your work?
- 2 What coalition groups or tables can you join?
- 3 What will be your hard ask? What resources can you offer partners?
- 4 What are your next steps?

Thanks for joining the call!

Please fill out the evaluation on today's training using the link below.

bit.ly/Spring5-2018

Email fellows@ofa.us with any questions.

Thank you!