

# Welcome

We will begin at 7:30 pm Central Time.



# OFA Community Engagement Fellowship

**Spring 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

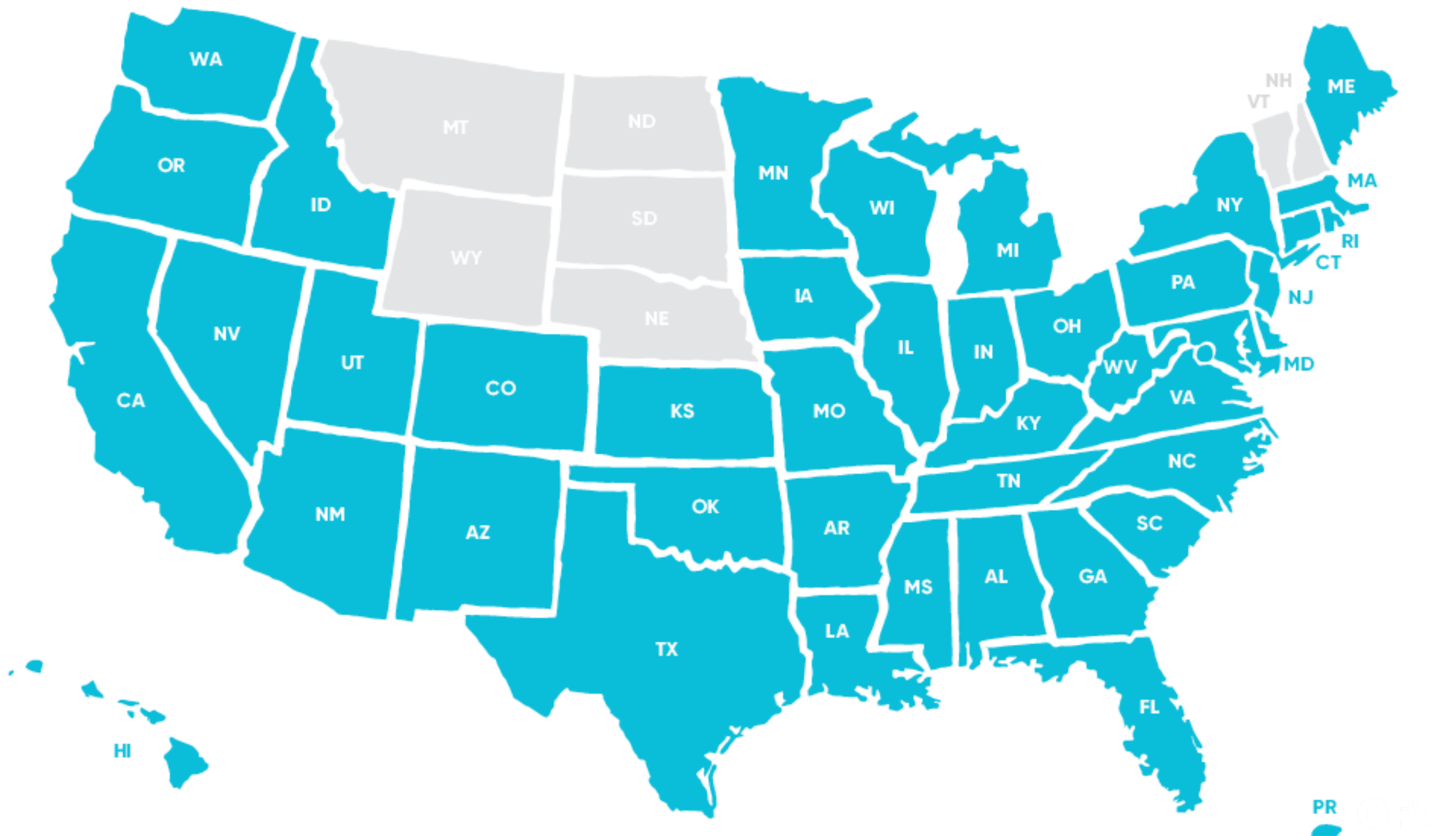
Discuss graduation requirements

Staying involved with OFA  
Leadership pathways

Debrief and close

# You're joining something big.

- We accepted over 400 applicants from across the country for the spring fellowship.
- Fellows represent 43 states.
- Over 45% 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

## **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:** Identifying root problems



**Mitchell Colley** @MitchellColley 5d  
I'm nervous about working independently. Just want to be successful in my aspirations as a newer organizer. [#OFAFellows](#)



**Jen Rivers**  
@jenniferrivers

Replying to @MitchellColley

Hi Brother, I'm an OFA Fellow for this spring as well, and I'm here in Los Angeles. We'll probably meet on Saturday! Don't worry, we all got your back! Nothing about organizing is independent!  
[#OFAFellows](#)

1:59am · 29 Mar 2018 · Twitter for iPhone



**Kerry Webb** @kerrywebb5255 5d  
"Even if hope is just a low ember at night, in the morning you can still start a fire" Let's force a change  
[#OFAFellows](#)



**KELLY RYAN** 🧠'BRIEN @kellyrya... 5d  
Want some inspiration? Follow [#ofafellows](#)

**Alesia Shealey** @HookerShealey  
[#OFAFELLOWS](#) the enthusiasm from the Spring participants of the OFA Community Engagement Fellows program is contagious. Already feeling the love.



**Mitchell Colley** @MitchellColley 5d  
Healthy communities are connected, vibrant, and don't marginalize any group. [#OFAFellows](#)



**Chad M. Cain** @citizenChadCain 5d  
Go Team [#OFAFellows](#) !

Here's to doing all we can to create a more a more accessible and participatory democracy. Proud to join you all in this vital work!

[#Organize](#) [#Act](#) [#Vote](#)



**Ana Pet**  
@IIIIIIAna\_Pet\_

[#OFAFellows](#) It was so exciting to have all these people with so many different great ideas and ways to look at issues and how to solve them. This is the definition of creative! LET'S GO!



**Alesia Shealey**  
@HookerShealey

[#OFAFellows](#) We see you Julie and also wish your Dad could see you now.

**Julie Ridl** @jujuridl  
Accepted to the [#OFAFellows](#) Spring program. Got a feeling this is going to be the thing that makes sense of my whole life, somehow. Wish my Dad could see me now.

# 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:** Identifying root problems

**Week 2:** Strategies for local impact

 **Jill Manrique**  
@JillManrique

Follow back

I'm not ever going to get tired of seeing this slide. #Democracy #OFAfellows @OFA @OFA\_Illinois



 **Nerds Rule Inc** ☆❤️❤️  
@NerdsRuleInc1

Follow back

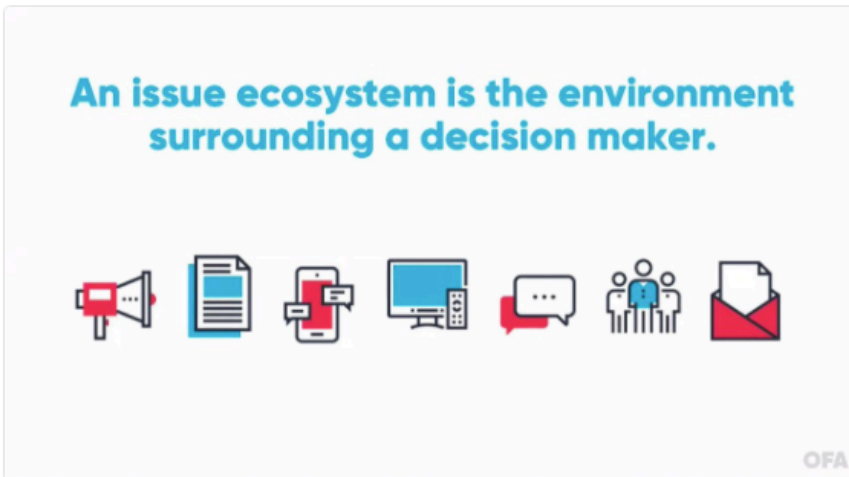
The moment you start talking about creating change and someone says what you're thinking @OFA #OFAfellows #Yesssss #LetsGet



 **Kelly Ka-POW**  
@Moore\_Kelly\_M

Follow back

Get loud in a lot of different ways and media! #ofafellows

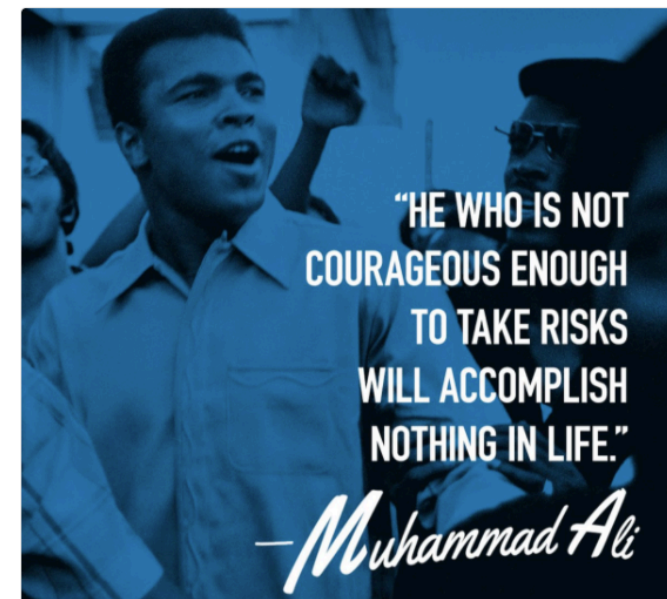


 **Justin Koziatek**  
@JustinKoziatek

 **B-Lock**  
@bmeonly1

Follow

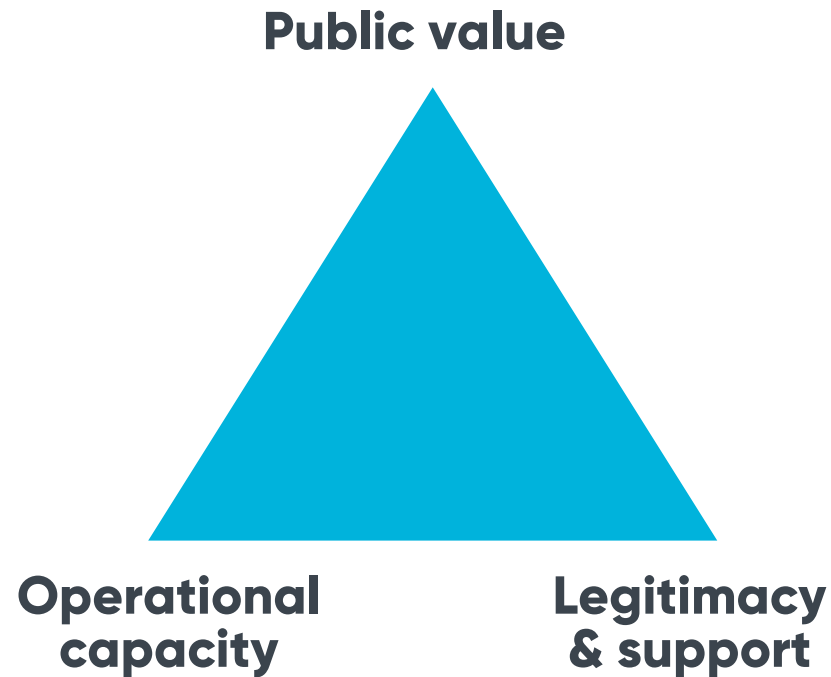
Week #2 in the strategizing and organizing workshop through #OFAfellows. Loving this journey and the lessons from this organization.



Follow

@OFA Today's take-a-way: Breaking down an issue campaign into goals, strategy and tactics is so important in order to succeed. Outlining every tactic no matter how small it may feel. And Ali is bad ass! #ofafellows

# Strategic triangle



- **Public value:** the resource, asset, support, law, behavior, or process you wish to create.
- **Legitimacy & support:** who can authorize you to take action and provide the resources necessary to create and sustain this value?
- **Operational capacity:** the funding, staff, volunteers, infrastructure, technology, resources needed to create the value.

# 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.



# Your learning journey

**Week 1:** Identifying root problems

**Week 2:** Strategies for local impact

**Week 3:** Leadership in action

**What values are present  
in your list of leaders?**

**What potential leadership  
blind-spots do you see?**

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


# Your learning journey

**Week 1:** Identifying root problems


**Week 2:** Strategies for local impact

**Week 3:** Leadership in action

**Week 4:** Cultivating community


 **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

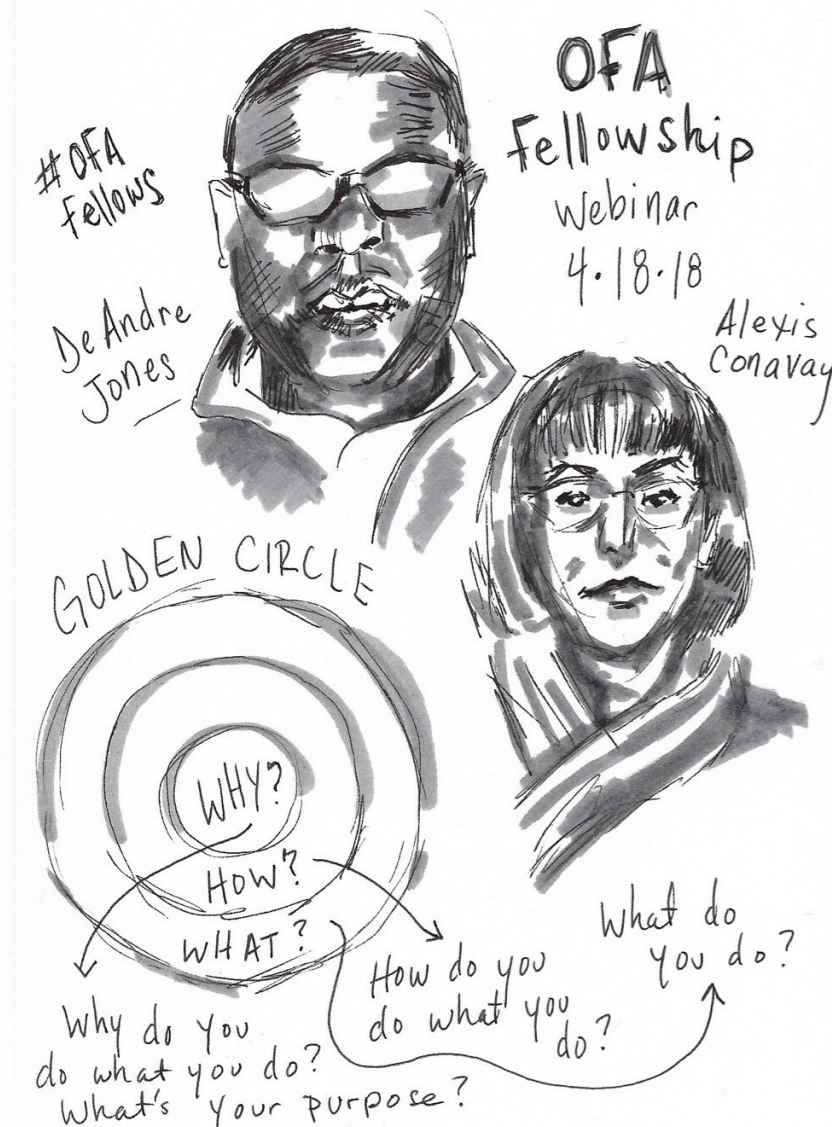
 **Jen Rivers**  
@jenniferrivers [Follow back](#)

[#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 ...](#)



# Challenges to persuasion

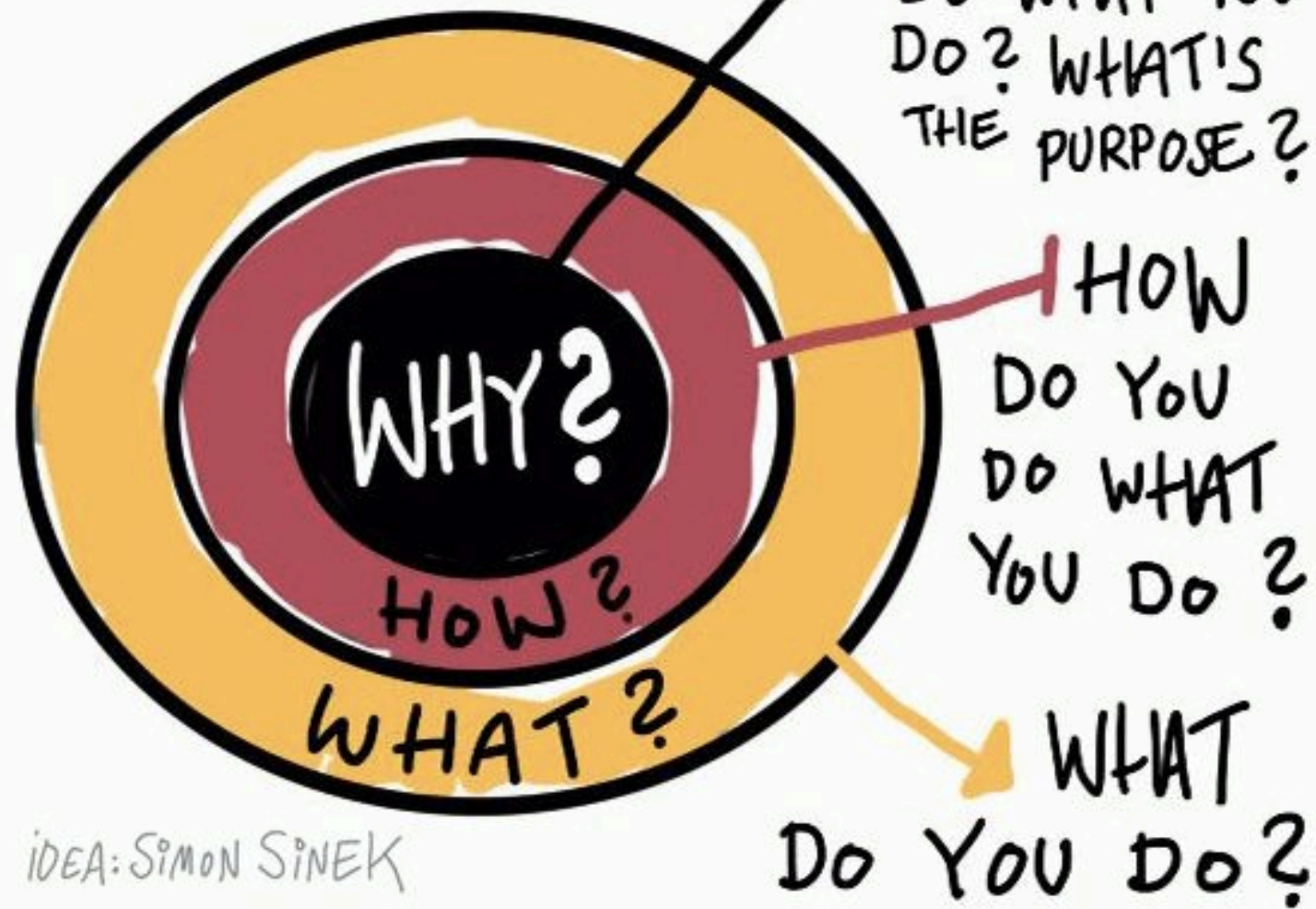
**Personal  
Anxiety**

**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:** Identifying root problems

**Week 2:** Strategies for local impact

**Week 3:** Leadership in action

**Week 4:** Cultivating community

**Week 5:** Building coalitions and partnerships



Jen Rivers

@jenniferrivers

Follow

Don't let anyone tell you your vulnerability isn't beautiful

#ShareYourStoryChangeTheWorld  
#OFAFellows



Jill Manrique

@JillManrique

Follow

Step one in contributing to a solution is simply asking to help. This is my fav slide ever. It's about the movement, not about your ego. It's also about doughnuts. It's a lot about doughnuts 🍩. #OFAfellows

## 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.**



christineMO

@charker95432613

Follow

Thinking about developing skills of coalition-building. Outreach to non-progressives on the basis of finding common ground. #OFAFellows

5:35 PM - 25 Apr 2018



Anna

@haezeyTran

Follow

So OFA would like me to persuade others, build a coalition, and maintain effective partnerships...so... You want me to become an Avenger?



Kerry Webb

@kerrywebb5255

Follow

Reach out to other individuals or groups and truly connect. Meet face to face, find common ground and go, fight, win! Together! #OFAFellows

# 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**

# Your learning journey

**Week 1:** Identifying root problems

**Week 2:** Strategies for local impact

**Week 3:** Leadership in action

**Week 4:** Cultivating community

**Week 5:** Building coalitions and partnerships

**Week 6:** Tying it all together

# Agenda

Review the fellowship learning journey

**Discuss graduation requirements**

Staying involved with OFA  
Leadership pathways

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 six 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 Off Boarding form by the Thursday, May 17.

# Reporting back:

Please email a recap and pictures of your events and organizing work to [fellows@ofa.us](mailto: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

Review the fellowship learning journey

Discuss graduation requirements

**Staying involved with OFA  
Leadership pathways**

Debrief and close

**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

# Chapter development



STAYING INVOLVED WITH OFA

# Chapter development

## Digital communications

STAYING INVOLVED WITH OFA

# **Chapter development**

## **Digital communications**

### **Issue campaigns**

**STAYING INVOLVED WITH OFA**

**Chapter development**  
**Digital communications**  
**Issue campaigns**  
**Trainings**

**STAYING INVOLVED WITH OFA**

**Chapter development  
Digital communications  
Issue campaigns  
Trainings  
Organizing for '18**

# What questions about how to stay involved with OFA?



Type in the chat box



**B L U E**  
INSTITUTE



**RUN FOR  
SOMETHING**

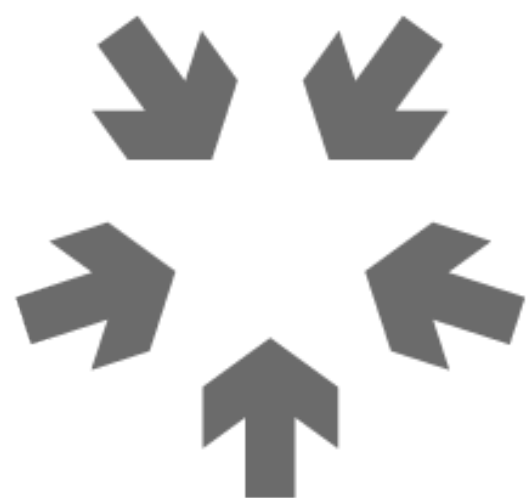


**Wellstone**

**THE COLLECTIVE**

★★★★★ **POLITICAL ACTION COMMITTEE**





THE  
ARENA



VICTORY

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INSTITUTE

**Questions about our  
partnerships?**

# Agenda

Review the fellowship learning journey

Discuss graduation requirements

Staying involved with OFA  
Leadership pathways

**Debrief and close**

# Assignment:

**Graduation  
form due  
Thursday,  
May 17**

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 joining the call!

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

**[bit.ly/Spring6-2018](https://bit.ly/Spring6-2018)**

Email [fellows@ofa.us](mailto:fellows@ofa.us) with any questions.