

Welcome

We will begin at 7:30 pm Central Time.



OFA Community Engagement Fellowship

Summer 2018 / #OFAFellows



Alexis Conavay

@AlexConavay
Training Manager

Goals for today

- 1 Develop a sense of belonging with each other, OFA, and the communities we are forming.
- 2 Align on the purpose, scale, and scope for the Fellowship, and the resources you'll have at your disposal.
- 3 Analyze root problems in our community and propose a way to address it.

Agenda

Intro and welcome

Framing the learning journey

Your fellowship resources

Seeing ourselves as change-makers

Identifying root challenges

Debrief and close

Share out!

In the chat box, share your name, where you live, and which issues you are most passionate about.

Agenda

Intro and welcome

Framing the learning journey

Your fellowship resources

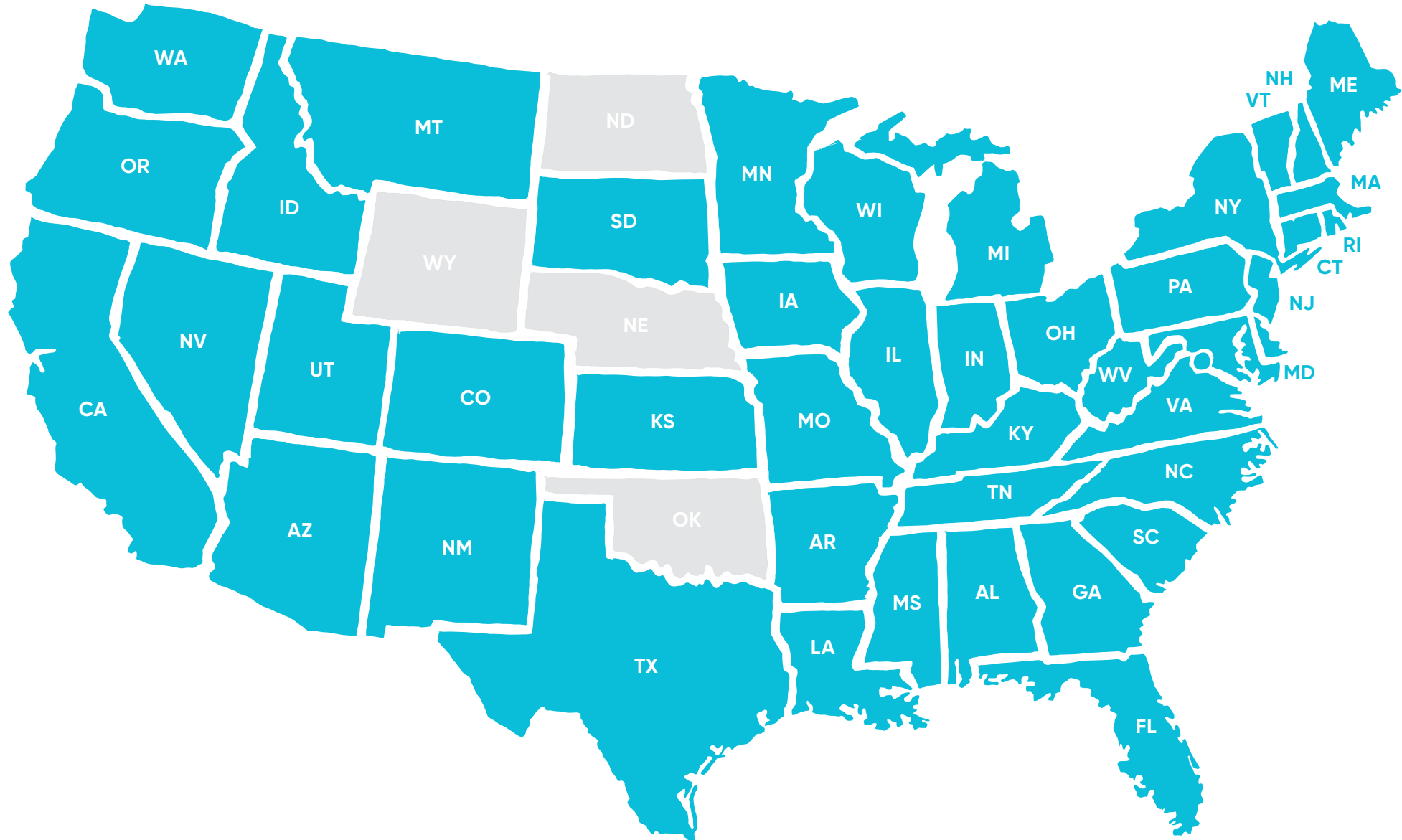
Seeing ourselves as change-makers

Identifying root challenges

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).



Tweet today using
#OFAFellows

OFA's core purpose

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

Your learning journey

Week 1: Welcome to organizing

Your learning journey

Week 1: Welcome to organizing

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

Your learning journey

Week 1: Welcome to organizing

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

Week 3: Voter contact best practices

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

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

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

**2018 is an incredibly
important year**

Organizing for '18

Fellows projects

Fellows projects

- Fellows will identify a root problem facing their community, and will strategize how to make an impact and address these challenges.
- The weekly assignments will help fellows build towards this final project. By program's end, fellows will be ready to take their first steps towards implementing this plan, which typically will be an outreach or mobilizing event to raise awareness or take action on the addressing the issue.
- The scale and scope should reflect your capacity.

What are you most eager to learn about during the fellowship?



Type in the chat box and tweet using #OFAFellows

What are you most nervous about in the fellowship?



Type in the chat box

Agenda

Intro and welcome

Framing the learning journey

Your fellowship resources

Seeing ourselves as change-makers

Identifying root challenges

Debrief and close

Fellows program webpage:

<https://www.ofa.us/get-trained/fellows-resources/>

Want to talk to us?
fellows@ofa.us

Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, email fellows@ofa.us.

Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, email fellows@ofa.us.



This is an interactive training.

Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, email fellows@ofa.us.



This is an interactive training.



A recording of this video will be available on the Fellows website following this training.

Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, email fellows@ofa.us.



This is an interactive training.



A recording of this video will be available on the Fellows website following this training.



Tweet using #OFAFellows.

Agenda

Intro and welcome

Framing the learning journey

Your fellowship resources

Seeing ourselves as change-makers

Identifying root challenges

Debrief and close

Organizers are change-makers. They are leaders who take action.



WE DEMAND
FEPC LAW

UAW
JOBS

I.U.E.
AFL-CIO
FOR
FULL
EMPLOYMENT

WE MARCH FOR JOBS FOR ALL NOW!

AS METH CHUR
11th & K ST
WASHING

WE MARCH FOR JOBS FOR ALL NOW!

ND
T
G

ND

FIRST BAPTIST CHURCH
DEANWOOD

**We utilize everything
we have to organize.**

**There are many entry
points to organizing.**

What qualities do you possess that make you a good organizer?

What skills do you have that makes you able to address the health of your community?



Type in the chat box

Agenda

Intro and welcome

Framing the learning journey

Your fellowship resources

Seeing ourselves as change-makers

Identifying root challenges

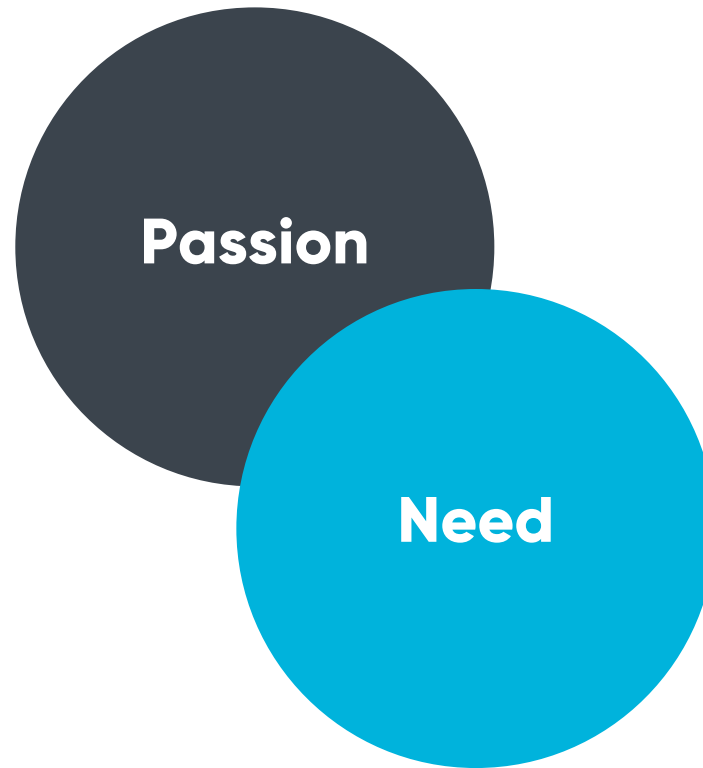
Debrief and close

Finding your thing

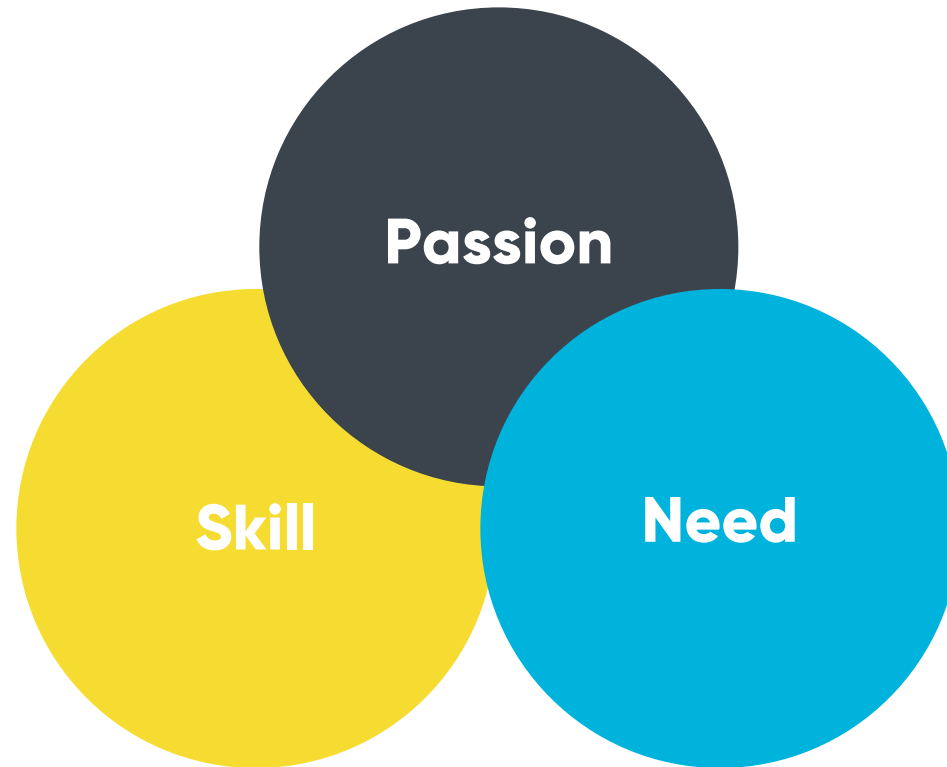


Passion

Finding your thing



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?

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?

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?

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?



Defining an issue ecosystem

An issue ecosystem is “the cumulative environment surrounding a political issue or candidate.”

The goal of issue campaigns is to create the conditions necessary for decision makers to enact the change you wish to see.



Defining an issue ecosystem

What are the major components of most issue ecosystems?

Let's list out a few!

Questions to ask when choosing decision makers:

- What is our organizing capacity?
- Is there current legislation on this issue?
 - If so, what decision makers must we influence to be successful?
 - If not, what else can we do to make an impact that matters?
- Are there other organizations/groups working on this issue?

Our goal:

To create the conditions for decision makers to take action on the issue we care about.

What is a problem you want to address in your community?

Who is missing from the conversation?



Type in the chat box

Agenda

Intro and welcome

Framing the learning journey

Your fellowship resources

Seeing ourselves as change-makers

Identifying root challenges

Debrief and close

What questions do you have?



Type in the chat box or email
fellows@ofa.us

Tweet your key takeaway
#OFAFellows

Weekly assignment: Due Wednesday, July 25

- 1 What is a problem that's affecting the health of your community?
- 2 What is an issue that can make an impact on this problem?
- 3 What your indicators of success around making progress on this issue?
- 4 With this in mind – what type of capstone project do you think best fits the problem you're trying to address?

Thanks for joining the training!

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

bit.ly/Summer1-2018

Email fellows@ofa.us with any questions.