Guide to Module Customization

**Using Personal Stories to Talk Issues**

**MATERIALS INCLUDED WITH THIS MODULE:**

* Annotated agenda
* PowerPoint slide deck
* Guide to customization

**HOW TO CUSTOMIZE THE CURRICULUM:**

**Slides that *require* customization:**

* **Slide 1**: Insert trainer name, role and twitter handle, then delete the pencil
* **Slide 23**: Insert next steps for action (how do you want volunteers to put these skills to use?), then delete the red brackets and delete the pencil.

**Customizing by issue**

This module teaches the topline facts of each of our three main issue campaigns: Obamacare, Comprehensive Immigration Reform, and Climate Change. Part of its purpose is to help participants learn how to be flexible and talk about any issue; however, ***if you would prefer to hone in on one specific issue for the entire module****,* here are the steps you’ll need to take:

* **Slide 7** uses Immigration Reform as an example issue to explain the persuasion triangle. Change it to an image representing the issue you want to focus on.
* **Slide 8** uses Immigration Reform as an issue focus for the first reflective exercise, asking participants to craft a conversation to their Member of Congress around Immigration Reform by focusing on values. Change the image and the scenario to focus on the issue you want to focus on.
* **Slide 9** uses Climate Change as an issue focus for the second reflective exercise, asking participants to craft a conversation to a disgruntled volunteer who is not happy about the Keystone Pipeline. Change the image and the scenario to focus on the issue you want to focus on.
* **Slides 12-15** use examples from the Immigration Reform framework to demonstrate the use of the 4-part framework. Re-build these slides by identifying key phrases that demonstrate the following four steps for the issue you want to focus on:
  + Acknowledge and Relate
  + Values
  + Pivot to Supporting Arguments
  + Contrast
* **Slide 18** has two scenarios which are used for the breakout practice exercises - one on Obamacare and another on Immigration Reform. Re-construct the scenarios to match the issue you want to focus on.
* **Slides 19-20** use Climate Change as the issue focus for an exercise around crafting different messages based on different audiences and media. Change this to the issue you want to focus on.

**Making It Local**

The current module has no examples that are specific to any one locale. However, if you’re looking to give it some local flavor, consider doing the following:

* **Slide 8:** Name a specific Member of Congress as the focus of the reflective exercise.
* **Slide 14:** When giving examples of supporting arguments around an issue, insert a state-specific fact or figure to make the argument more local.
* **Slide 18:** Name where the town hall or APS might take place, and name the MOC who is hosting the town hall.
* **Slide 20:** For the breakout groups whose assigned audience is a Member of Congress, name which Member of Congress they should have in mind.

**PAPERLESS TRAINING**

There are no handouts or worksheets associated with this module, so there is no modification needed in order to make the training paperless.

**TRAINING WITHOUT A PROJECTOR**

If training on this topic without a projector, the following visual aids are recommended:

* Posters on the wall:
  + Key facts for each issue (this should be done even when there is a projector present, as noted in the Annotated Agenda
  + Goals for the session
  + Agenda for the session
* Flip chart version of a “slide deck” (copy the content of the following slides onto a piece of flip chart paper, and present the session using flip chart paper as a visual aid, rather than a PowerPoint presentation):
  + Slide 2
  + Slide 6
  + Slides 11-15
  + Slide 18
  + Slide 20
  + Slide 22
  + Slide 23