Guide to Module Customization

**BUILDING STRATEGIC ISSUE CAMPAIGNS**

**MATERIALS INCLUDED WITH THIS MODULE:**

* Annotated agenda
* Sample of what the first case study looks like completed
* PowerPoint slide deck
* Worksheet
* 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 10**: Select and issue and a Member of Congress - you will stick with this issue and MOC for the entire module.
* **Slide 11:** Insert same MOC and issue as used on Slide 10
* **Slide 13:** Insert same MOC and issue as used on Slides 10 and 11
* **Slide 14:** Insert same MOC as used on Slides 10, 11 and 14
* **Slide 19:** Insert the specific next steps you’d like people to take in order to put these sills to use taking action. You can also list what follow-up training opportunities might exist on this topic.

**Customizing by issue**

This module is designed to focus on only one MOC and only one issue. The customizations above will make this module exclusively about the issue you select.

**Making It Local**

The module is designed to focus on only one MOC and only one issue. The customizations above will make this module exclusively about the local MOC you select. You can also add a bit of local flavor by doing the following:

* **Slide 14:** Rather than saying the town hall will be in a part of your chapter region with little activity, you can name a specific town where this is the case.

**PAPERLESS TRAINING**

If you will be conducting this training paperless, you will need to take the following steps to ensure nothing is lost by not having the worksheet available:

* On **Slide 10,** the module asks participants to use the worksheet to do some research on the MOC. Insert a slide after Slide 10 with the questions asked on the worksheet, so that there is some structure/guidance for their research.
* Also on **Slide 10,** the module asks participants to use the worksheet to identify their strategy on the issue by naming the change we want, the resources we have, and how we can turn our resources into power. After the research questions, these questions from the bottom portion of the worksheet should also be added on a slide of their own.

**TRAINING WITHOUT A PROJECTOR**

If training on this topic without a projector, you should definitely print the worksheet. In addition, the following visual aids are recommended:

* Posters on the wall:
  + Goals for the session
  + Agenda for the session
  + Scenario 1
  + Scenario 2
* 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 15
  + Slide 16
  + Slide 18