



On behalf of our organizing leaders across the country, welcome to the OFA Grassroots Organizing Fellowship. We are excited to have you aboard this learning journey. Throughout this eleven-week program, you will work alongside other Organizing Fellows, and receive coaching and support from your Volunteer Fellows Manager.

In this Welcome Packet you will find more information about your Learning Journey ahead, the program's calendar and timeline, our community of organizers, and resources you have access to. **Click on any box if you wish to skip to that section.**

LEARNING JOURNEY ➤

The Fellowship program is designed around a culture of learning and experimenting. Throughout your 11-week learning journey, you will learn new organizing concepts, practice new organizing skills, and assess your accomplishments, as well as opportunities for growth.

Review this section to learn more about the curriculum.

CALENDAR ➤

For the next eleven weeks, you will participate in weekly skill-building webinars, work towards a program-long project, and receive weekly support and coaching from your Fellows Manager. As an Organizing Fellow, you will also have access to our Organizing 101 Series, as well as our monthly Professional Development Webinars.

Review this section to learn more about your weekly schedule and access the calendar.

COMMUNITY ➤

You are part of something big – a national community of passionate and curious organizers.

Review this section to learn how you can access our online collaboration networks to exchange ideas, learn best practices, and share questions and answers.

RESOURCES ➤

As an Organizing Fellow, you have access to many resources and tools that will help you accomplish your program goals successfully.

Review this section to access all the resources and tools available to you.



Your Learning Journey will extend throughout the eleven week program. This section gives you an overview of what you will learn at your Kick-Off Training. The section also presents an outline of the Certification Tracks you can pursue as a Fellow. At the end of the section, you will find the program-long curriculum.

KICK-OFF TRAININGS

Your program begins with a one-day Kick-Off training hosted by your Volunteer Fellows Manager. As part of the introductory training, you will learn more about OFA and the Chapter with whom you will be working. You will also learn about our organizing model and review the program’s overall goals. Lastly, you will begin to form a learning community with your co-Fellows and Fellows Manager.

The chart below presents an overview of your Kick-Off training.

Training Session	Session Goals
Welcome and Overview	This module will introduce you to the organization, including your chapter/team. You will learn who we are as an organization and what we seek to accomplish in the progressive world.
Your Role as Fellow	This session will help you understand what we do as organizers and what is expected of you as a Fellow.
Issues Ecosystem	This module will you help you understand how we communicate with specific elected officials to encourage them to take a certain stand on an issue/legislation we care about.
Snowflake Organizing	This session will introduce you to OFA’s model of organizing.
Sharing Your Personal Story	During this session, you will learn to organize by sharing your personal story and how it relates to the cause you are willing to fight for.
Planning Your Journey	This is one of the most important sessions of the day. During this time you will work with your manager to write a plan of what you hope to accomplish throughout the program, including which certification track you wish to pursue.

CERTIFICATION TRACKS

As part of your program, you will be able to concentrate on a specific organizing project. Successfully completing the project by the end of the program will earn you an OFA Organizing Certificate. You can choose to concentrate on one of four issue organizing tracks:

- Earned Media Events Management
- Action Events Management
- Digital Organizing
- Organizing Through Training

You will choose a certification track in consultation with your Volunteer Fellows Manager. The purpose of the tracks is to help you receive additional training on a specific issue organizing skill to execute a project that benefits the chapter/team. For instance, if the chapter/team would like to organize a press conference to influence a local elected official, you can choose the Earned Media Events Management track. Doing so will help you understand how to plan, manage, and execute an event that attracts local media, while also helping your chapter organize a press conference. If you complete the Earned Media Events Management track successfully, you will graduate from the program as an **OFA Grassroots Organizing Fellow with a certificate in Earned Media Events Management**.

The following table presents the various certification tracks you can choose from, as well as the suggested audience for each track. During the Kick-Off Trainings, under the *Planning Your Journey* training session, you, alongside your Manager, will determine which track to focus on.

Certification Track	Track Overview
Earned Media Events Management	Earned media events are one of the best ways to amplify constituents' voices and in the process persuade decision makers. This track will introduce you to basic organizing skills needed to plan, manage, and execute an earned media event, such as a press conference. Choose this track only if your chapter/team can usually attract local media to events.
Managing Action Events	Action events play a key role in persuading decision makers. This track will introduce you to basic organizing skills needed to plan, manage, and execute an action event that uses creative communication tools to persuade elected officials. Choose this track if your chapter/team does not usually attract local media attention.
Digital Organizing	Social media is much more than a way to look at a friend's photos. Digital organizing tools can help you mobilize people to take offline action, or target and influence elected officials through digital campaigns. This track will introduce you to basic organizing skills needed to plan, manage, and execute a digital campaign.
Organizing Through Training	Often people do not engage with an issue because they don't know about it or don't know what to do about it. This track will introduce you to basic organizing skills needed to plan, manage, and execute a rewarding training for new volunteers and volunteer leaders who want to influence key decision makers.

PROGRAM-LONG CURRICULUM

The Certification Tracks are part of a program-long curriculum. Regardless of your track, you will participate in six general organizing webinars that apply to every certification track. These webinars will set the stage for your more advanced certification training. The following table presents an overview of the curriculum we will follow this season.

All training modules build on one another. Therefore, missing a session will put you behind. If you are unable to attend a live webinar, please make sure to watch the video recording. You can find the links to the webinars on the Bookshelf, which you can access **[HERE]**.

FELLOWS CURRICULUM OVERVIEW					
Week	General Webinars (Everyone Participates)	Certification Tracks (Only track participants join)			
		Organizing Earned Media Events	Organizing Action Events	Digital Organizing	Organizing Through Training
1	Event Organizing 101				
2	Leading an Action Planning Session				
3		Earning Media Coverage	Influencing Decision Makers without Earned Media	The Nuts and Bolts of Storytelling	OFA's Training Philosophy
4	Host Week: Host an Action Planning Session <i>(No training this week)</i>				
5	Volunteer Recruitment and Management				
6	One-on-One Meetings				
7		Pitching to Press	Action Event Management	Preparing for a Day of Action	Effective Facilitation
8	Sharing Your Story Online				
9	Host Week: Host Your Action Event <i>(No training this week)</i>				
10	Reporting and Analysis				



WEEKLY FRAMEWORK

For the next eleven weeks, we will mostly follow a standard weekly framework. You can expect to spend 25% of your time participating in formal, online trainings. You will spend 50% of your time practicing the concepts and skills learned on the webinars. And you will spend 25% of your week evaluating and assessing your work alongside your Volunteer Fellows Manager.

The following table provides an overview of your week.

Learning	Practicing/Experimenting	Evaluating
Every Tuesday at 7:30 PM Central, you will participate in a formal training webinar. These training sessions will provide you with skills and tools that can directly help you design and execute your program-long project.	You should expect to use the middle of the week to practice what you learned on the webinars. For instance, if you learned about 1:1 meetings, you should use the rest of the week to schedule and host 1:1 meetings.	Towards the end of the week, but no later than Friday , you are expected to meet with your Fellows Manager for a weekly check-in. During your meeting, you will assess your growth, answer key questions, and align on next week’s tasks. Following your meeting, you will submit an online weekly evaluation of your experience.

SUPPLEMENTAL LEARNING EXPERIENCES

As an Organizing Fellow, you also have access to additional learning experiences run by OFA’s Training Department. You can find the links to the webinars on the Bookshelf **[ACCESS HERE]**.

Organizing 101 Series	Meeting	Date	Time
Learn more about organizing in specific communities or with particular constituencies. These series are run by experts in these organizing fields.	Bilingual Communities	March 18 th	7:30 PM CT
	Campus Communities	April 1 st	7:30 PM CT
	Women Constituencies	April 15 th	7:30 PM CT
Professional Development Webinars	Topic	Date	Time
Once a month, OFA Alumni run hard-skill professional development webinars. To access the recordings of past sessions, and to participate in new upcoming webinars, sign-up here: [HERE]	Building a Memorable Presentation	Feb. 23 rd	1:00 PM CT
	TBA	March 30 th	1:00 PM CT
	TBA	April 4 th	1:00 PM CT



For up-to-date information, make sure to always review the program’s calendar weekly.

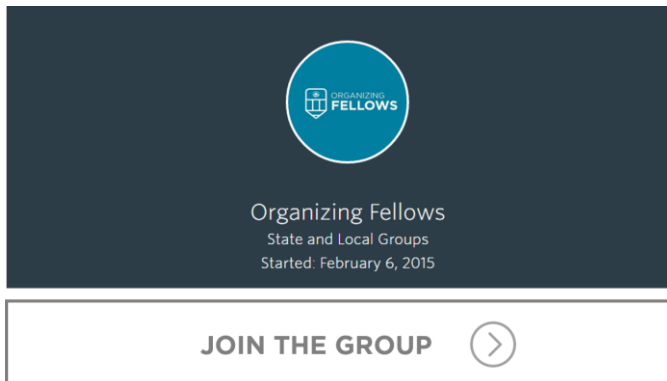


You are part of a big national community of organizers. As an Organizing Fellow, you have access to various online communities through which you can meet other organizers, exchange best practices, share questions and solutions, or simply tout the story of your local work!



Connect is OFA's community organizing tool, bringing volunteers, staff, and supporters together to take action. We will use Connect Groups to share information and updated, and to "Connect" with one another!

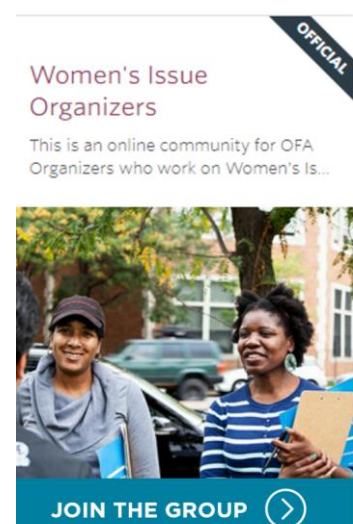
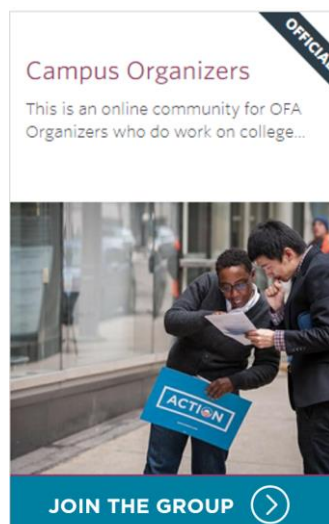
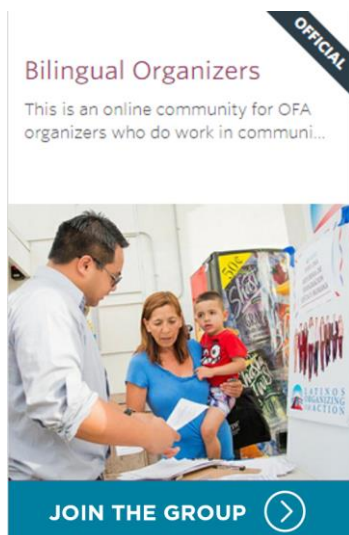
To learn more about Connect, watch OFA's National Organizing Director, Jenn Warner, give you a tour of the site.



We will use the Organizing Fellows Group on Connect to keep in touch!

Please join the group to receive important updates and to collaborate with other Fellows, whether they are near you or across the country.

As a Fellow, you also have access to other online communities of progressive organizers. Access the Bilingual, Campus, and Women organizing groups to learn best practices and exchange questions with other organizers focusing on these communities or constituencies.





ONLINE BOOKSHELF



The bookshelf is your one-stop shop to sign-up and log in to all webinars and meetings. Once webinars and/or meetings conclude, the links to the materials used, including video and audio recordings, will be archived in the bookshelf

EVALUATIONS



Following your one-on-one meeting with your Volunteer Fellows Manager, or by Friday, you will submit this Weekly Assessment Form. The form will help measure your progress.

YOUR PLAN



At your Kick-Off Trainings you will complete this alignment and planning document. The sheet has your goals for the program, key dates, your schedule, and team contact information. Make sure to review and download this document before your onboarding.

WELCOME TO THE FAMILY, OFA ORGANIZING FELLOW.
WE ARE EXCITED TO HAVE YOU ABOARD.

