**SAMPLE PROGRAM SNAPSHOTS**

***Steps 1-6 of building a kick-ass training program***

**Enroll America - Training “Certification” Program**

**Overview:** At Enroll America - our mission is to talk to consumers about the benefits of new health coverage options - this requires that we talk to consumers about a complex topic (with much misinformation already floating around). We developed a training "certification" program for our staff and volunteers to ensure they know the basics of the new coverage options and the enrollment process prior to any communication with a consumer.

**Goals:**

* Create a concise training curriculum for staff to use in training volunteers to talk to consumers
* Facilitate train-the-trainer sessions to provide practice opportunities for staff
* Engender confidence among our staff and volunteers to talk to consumers about the new health care options

**Timeframe**: August 2013 to present (ongoing)

**People Involved**: All Field Staff (doers) and Field HQ (implementers)

**Field Organizer Academy**

**Overview:** As we needed to grow our staff in the final months of the campaign, in a short period of time, we used FO Academy trainings to recruit the best candidates possible to fill our remaining field positions.

**Goals:**

* Identify, train, and test potential field organizer (FO) applicants
* Increase our diverse candidates for FO positions
* Create spikes in output and organization building at a very low cost to the organization.

**Duration:** 6 weeks

**People Involved:** Field leadership and field staff

**Obamacare Camp OFA**

**Overview:**

Health Care Camp OFAs will serve primarily as the official pivot of Organizing for Action staff and volunteers from the August-focused work of amplifying the benefits of Obamacare to the October 1-focused efforts of educating targeted citizens about the benefits of enrolling in their Marketplace. Camp OFA volunteers will learn about the basics of their marketplace, OFA’s role in educating the public about enrollment, tactics and new organizing skills to carry out OFA enrollment tactics.

**Goals:**

* Provide volunteers with basic knowledge on enrollment and OFA’s Obamacare campaign, and the skills to execute a robust OFA enrollment education campaign in targeted states and media markets nationally
* Gain volunteer buy-in on OFA enrollment education campaign
* Build grassroots capacity going into Enrollment and recruit enrollment action shifts

**Duration:** 9 Days

**People Involved:** Grassroots (doers and managers), Digital (recruitment and amplification), Issues (targeting & content), Operations (trainer deployment budget)