

WORKSHOP SESSION

Local Issue Advocacy

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Begin the training at 8:30 p.m. ET / 5:30 p.m. PT

OFA

**"The harder the conflict,
the more glorious
the triumph."**

THOMAS PAINE

2 minutes

Opening

As we are closing out the series, you are likely reflecting on the growth you have made on your issue.

**What are you most proud of so far?
Type your answer in the chat box.**



Guided worksheet

Our learning journey

- Week 1:** Introductions; advocacy overview
- Week 2:** Workshop
- Week 3:** Foundations of coalition building
- Week 4:** Workshop
- Week 5:** Identifying legislation

Our learning journey

- Week 6:** Workshop
- Week 7:** Writing your campaign plan
- Week 8:** Workshop
- Week 9:** Running into barriers
- Week 10:** **Closing synthesis and next steps**

Goal for this session

- 1 Synthesize the content covered in our local issue advocacy series
- 2 Evaluate the next steps on your campaign plan

Tonight's agenda

Opening

Synthesis of learning journey

Outcomes of local issue advocacy

Breakouts

Closing

TOPIC 1:

Coalition building

Best practices

- 1 Look for people with the resources you need
- 2 Ask for advice
- 3 Show up – relationships are everything
- 4 Brainstorm contacts
- 5 Work together builds relationships
- 6 Partnerships and coalitions are everything

TOPIC 2:

Policy landscape

Key takeaways

- 1 Strategic research around your issue matters.
- 2 Use one another; use experts.
- 3 Don't spend time crafting your own legislation if you don't have to.

TOPIC 3:

Campaign planning

Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Effective tactics that accomplish your goal through the strategy you've developed.

TOPIC 4:

Overcoming barriers

Best practices

- Accentuate the positive
- Live by your values
- Plan for small wins
- Look for the good in others
- Be creative
- Be persistent and patient

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Organizer continuum



- 1 Equip individuals with the skills to identify root problems in their community, and propose a campaign plan addressing these root problems.
- 2 To identify all the components of successful coalitions, and apply these elements of building a coalition in their community
- 3 To explain current legislation surrounding their issue, and take appropriate action
- 4 To analyze the barriers and challenges that we face as we implement our campaign plans, and persevere strategically
- 5 The develop a community of learners that support, push, challenge, and celebrate each other

Success

INDICATORS OF SUCCESS

GOAL	INDICATOR OF SUCCESS	OUTCOME
Identify root problems affecting the health of your community	10 campaign plans written	3 campaign plans written
Build successful coalitions	Participating at events, coalitions, summits	80% active participation with coalitions and summits
Explain policy around current issue	Actively taking resolutions from other cities	50% with policy questions
Analyze barriers faced	80% participation over the course of the series	60% retention of people during course of series

Questions?

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Group norms

Norm 1:

Develop an ethic of sharing.

Norm 2:

It's okay to question. Asking for why; asking for evidence; receive feedback in kind.

Norm 3:

**No one is above critique,
no one is below dignity.**

Norm 4:

Respect, Empower, Include.

Norm 5:

Step up; step back.

20 minutes

Group Protocol

- Groups of three
- Decide who is person A, B, C
- Person A: What actions have I taken as a result of what I have learned?
- Person B & C: 1 affirmation, 1 question
- Switch after 5 minutes

Group share

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Debrief

What is most helpful moving forward?

How can OFA stay connected on your issue?

Thank you for joining today's webinar.

Please fill out the survey below and give us
your feedback on today's training.

bit.ly/PostLIA