

Welcome

We will begin at 7:30 p.m. Central Time.



OFA Community Engagement Fellows

Fall 2017 / #OFAFellows

A portrait of Alexis Conavay, a woman with short purple hair and bangs, wearing dark-rimmed glasses and a nose ring. She is smiling slightly and looking towards the camera. The background is a dark, textured wall.

Alexis Conavay
Organizing Coordinator

Goals for today

- 1 Understand the important role that events can play in helping organizers engage their community
- 2 Be able to begin planning your community engagement event
- 3 Feel confident and eager to begin organizing and engaging your community

Agenda

Intro and Welcome

Community Organizing 101

Your fellowship event

Review learning journey

Review program logistics and norms

Debrief and close



In the chat box, share your name, where you live, and which issues you are most passionate about. What do you hope to achieve during the fellowship?

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How are these leaders different and what do they have in common?



They were organizers!

Organizers are change-makers. They are leaders who take action.



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Organizers empower others to learn and build strong relationships.

Organizers identify, recruit, and develop leaders around a specific issue or cause.



Organizers empower others to learn and build strong relationships.

Organizers identify, recruit, and develop leaders around a specific issue or cause.

Organizers bring people together challenging them to act on behalf of their shared values and interests.



**We utilize everything
we have to organize.**

**There are many entry
points to organizing.**

What qualities do you possess that will make you a good organizer?



Type in the chat box

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Community Engagement Events

1 Film Screenings

Community Engagement Events

- 1 Film Screenings
- 2 Speaker Series


Community Engagement Events

- 1 Film Screenings
- 2 Speaker Series
- 3 Community Service

Community Engagement Events

- 1 Film Screenings
- 2 Speaker Series
- 3 Community Service
- 4 Civic Dinners

Mobilizing Events



**Earned media
events**

**Signature
drives**

Phone banks

Mobilizing Events

**Office visits
to elected
officials**

**Town hall
meetings**

**Community
action
meeting**

What questions do you have? Have you been to any events that have shifted your thinking?



Type in the chat box

4 Steps to begin planning your fellowship event

- 1 What is a problem that's affecting the health of your community?

4 Steps to begin planning your fellowship event

- 1 What is a problem that's affecting the health of your community?
- 2 What is an issue that can make an impact on this problem?

4 Steps to begin planning your fellowship event

- 1 What is a problem that's affecting the health of your community?
- 2 What is an issue that can make an impact on this problem?
- 3 What are your indicators of success around making progress on this issue?

4 Steps to begin planning your fellowship event

- 1 What is a problem that's affecting the health of your community?
- 2 What is an issue that can make an impact on this problem?
- 3 What are your indicators of success around making progress on this issue?
- 4 With this in mind – what type of capstone project do you think best fits the problem you're trying to address?

What is a problem you'd like to address in your community?



Type in the chat box

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Our learning journey

Week 1:

Organizing Community Engagement
Events

Our learning journey

Week 1: Organizing Community Engagement Events

Week 2: Leading an Action Planning Session

Our learning journey

- Week 1:** Organizing Community Engagement Events
- Week 2:** Leading an Action Planning Session
- Week 3:** Event Management

Our learning journey

- Week 1:** Organizing Community Engagement Events
- Week 2:** Leading an Action Planning Session
- Week 3:** Event Management
- Week 4:** Recruitment: Grassroots Tactics

Our learning journey

- Week 1:** Organizing Community Engagement Events
- Week 2:** Leading an Action Planning Session
- Week 3:** Event Management
- Week 4:** Recruitment: Grassroots Tactics
- Week 5:** Recruitment: Digital Tactics

Our learning journey

- Week 1:** Organizing Community Engagement Events
- Week 2:** Leading an Action Planning Session
- Week 3:** Event Management
- Week 4:** Recruitment: Grassroots Tactics
- Week 5:** Recruitment: Digital Tactics
- Week 6:** Tying it all together

What are you most eager to learn about during the fellowship?



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Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, emails fellows@ofa.us (and your Fellows Leader, if you have one)

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Tweet using #OFAFellows

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Weekly assignment: Due Wednesday, October 5

You will find a link to these questions on the Bookshelf.

- 1 What is a problem that's affecting the health of your community?
- 2 What is an issue that can make an impact on this problem?
- 3 What your indicators of success around making progress on this issue?
- 4 With this in mind – what type of capstone project do you think best fits the problem you're trying to address?

What questions do you have?



Type in the chat box

OFA Training

Thank you for joining today.

Please fill out the evaluation on today's training using the link below.

Email fellows@ofa.us with any questions.

bit.ly/cefeval1