

# Local Issue Advocacy

Elizabeth Erickson / [OFA Training Director](#)

We will begin the training at 8 p.m. ET / 7 p.m. CT

**"Never doubt that a small group of thoughtful, committed citizens can change the world."**

**“Indeed, it is the only thing  
that ever has.”**

**—MARGARET MEAD**

# Goal for this session

- 1 **Identify** all the components of local advocacy work
- 2 **Express** that local change is possible and necessary for this point in time
- 3 **Feel** a sense of community with the group



# Tonight's agenda

## **Welcome and Introductions**

Local organizing examples

Expectations & overview

Applying advocacy – problems and issues

Synthesis

Closing & next steps



# Guided worksheet

**BIT.LY HERE**

**When was the first time  
you remember observing  
your community change  
for the better?**

A group of diverse people, including a young girl and a man, reaching their hands together in a supportive gesture. The image is overlaid with a dark semi-transparent filter.

**WE ARE OFA**

# **Local Issue Advocacy Foundations**

# Tonight's agenda

Welcome and Introductions

**Local organizing examples**

Expectations & overview

Applying advocacy – problems and issues

Synthesis

Closing & next steps

# Local Level Examples



**Montgomery  
Bus Boycott**

**Little Village  
Coal Plants**

**South  
Carolina  
Buses**

**What makes you excited  
as you think about working  
at a local level?**

**Be ready to share your name, city, and answer  
to the above question with the group.**



# Tonight's agenda

Welcome and Introductions

Local organizing examples

**Expectations & overview**

Applying advocacy – problems and issues

Synthesis

Closing & next steps

# Goals

- 1 Equip individuals with the skills to identify root problems in their community, and propose a campaign plan addressing these root problems.**

- 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**

- 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**

- 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**

- 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**



**We believe in your  
leadership.**

# 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



STRATEGY METAPHOR

# Greek helmsman

# Questions?

# Tonight's agenda

Welcome and Introductions

Local organizing examples

Expectations & overview

**Applying advocacy – problems and issues**

Synthesis

Closing & next steps

**In the beginning,  
the organizer's first job  
is to create the issue  
or problems.**



# What do we mean by advocacy?

## Cause

Advocacy is an active promotion of a cause or principle

## Actions

Advocacy involves actions that lead to a selected goal

## Community

Effective advocacy uses the strengths of community members

**Advocacy usually involves getting government, business, schools, or large institutions to correct an unfair or harmful situation affecting people in the community.**

# Essential Components

Advocacy usually involves getting government, business, schools, or large institutions to correct an unfair or harmful situation affecting people in the community.



Understanding  
the issue

Recognizing  
allies

Landscape of  
legislation

Developing  
a plan for  
advocacy

# Essential Components

Advocacy usually involves getting government, business, schools, or large institutions to correct an unfair or harmful situation affecting people in the community.



**Understanding  
the issue**

# Problems vs. Issues

# **Problems =** **Broad areas of concern**

**Examples: unaffordable health care,  
pollution, unemployment**

**Issues =**  
**Solution or partial solution**  
**to a problem**

**Example: enacting a local  
clean energy plan**



# Reflection

**Think about what brought you to this work.**

- How would you currently describe the problem that your community is facing?
- How would you describe the issue you are working on?
- Type your answers **on this google doc**, and be ready to share!

# Breakouts

# Indicators of good issues....

- Result in the improvement of people's lives
- Make people aware of their own power
- Be winnable
- Be widely felt
- Be deeply felt
- Be easy to understand
- Have a clear decision maker
- Have a clear time frame
- Be consistent with your values and vision

# Group share

# Tonight's agenda

Welcome and Introductions

Local organizing examples

Expectations & overview

Applying advocacy – problems and issues

**Synthesis**

Closing & next steps

# Debrief

**What ways do you want  
to narrow your issue?**

**What challenges do you foresee?**

# Next session

# Thank you for joining today's webinar.

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

**[bit.ly/AdvocacyBeliefs](https://bit.ly/AdvocacyBeliefs)**