

Local Issue Advocacy

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We will begin the training at 8:30 p.m. ET / 7:30 p.m. CT

"We cannot tell what may happen in this strange medley of life. But we can decide what happens in us—how we can take it, and what we can do with it – and that is what counts in the end."

JOSEPH FORT NEWTON

A group of diverse people are gathered in a hallway, holding various protest signs. The signs include "STOP REPEAL", "HEALTH CARE", "KEEP THE ACA AND UPGRADE TO SINGLE-PAYER", "MEDICARE FOR ALL", "I STAND WITH PLANNED PARENTHOOD", and "Don't Take Away My Care". The background shows a hallway with a sign for "COUNTRY ROADS Quilt Shop" and a window with a lamp. The overall scene is dimly lit, with the text overlaid in white.

Persevering through barriers

Goals for this session

- 1 **Identify** common barriers local issue advocates run into during the course of their campaign
- 2 **Analyze** best practices for overcoming those barriers
- 3 **Apply** best practices to an example case study issue campaign plan



Guided worksheet

Tonight's agenda

Welcome

Common challenges

From the mouths of volunteers

Case study

Closing

Learning Journey

Our learning journey

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

Our learning journey

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

ANNOTATE THIS SLIDE

Tonight's agenda

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CHALLENGE #1

Territorialism

Antidotes

- Emotional intelligence (Goleman)
- Knowing the interests of the group (Alinsky)
- Stay involved in the long game
- Choose your battles
- Establish your reputation for the long-term organizing work
- Keep asking until a group disagrees with you

Components of EQ

- Self-Awareness
- Self-Regulation
- Social skills
- Empathy
- Motivation

THE PROCESS OF EMOTIONAL AGILITY:

Step 1: Show up

Show up

- Don't run!—Face emotions and behaviors willingly
- Be curious as to what you're feeling and thinking
- Learn to work with your thoughts
- Recognize your patterns—know when you're rigid or have repetitive thinking

THE PROCESS OF EMOTIONAL AGILITY:

Step 2: Step-out

Step-out

- Become an anthropologist – detach from your thoughts and emotions
- Name the emotion and the thoughts it is causing you to have
- Recognize your emotion as “critical data”—recognize that it may not be leading you to the right conclusion

THE PROCESS OF EMOTIONAL AGILITY:

Step 3: Walk Your Why

Walk your why

Focus on your core values and most important goals by asking these questions:

- Is my response going to serve me and my organization in the long-term as well as short-term?

Walk your why

Focus on your core values and most important goals by asking these questions:

- Will it help me steer others in a direction that furthers our collective purpose?

Walk your why

Focus on your core values and most important goals by asking these questions:

- Am I taking a step toward being the leader I most want to be and living the life I most want to live?

THE PROCESS OF EMOTIONAL AGILITY:

Step 4: Make tweaks, Move on

CHALLENGE #2

**What to do when your
issue is not being
discussed**

Antidotes

- Patience
- Political community is often small
- Persistence
- Planning and preparation

CHALLENGE #3

Measuring success

Antidotes

- Goal
- Strategy
- Tactics

What challenge are you running into?



Territorialism

**Issue not
addressed**

**Hard to
measure
success**

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“Use your strengths”
Martha Clark

**"Have recurring
running meetings"**
James Page

**"Document your
progress"**
Kyoko Takayama

"Checklist of tools"

Paul Geenen

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

**Questions or
additions?**

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Case study

Reading time!

Bit.ly/casestudyLIA

Case study

Taking everything we have learned, if you were coaching Carol, what is THE THING she should focus on?

Keep in mind

- 1 Issue statement
- 2 Building coalitions
- 3 Identifying the policy landscape
- 4 Campaign planning – goal, strategy, tactics
- 5 Emotional intelligence & perseverance

Group share

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Debrief

What are you taking away from tonight's call?

What would be helpful for the final call?

Logistics



Campaign plan, sending next steps



A recording of this call will be available later this week; recap sent out Thursday



Email and tweet!

Next session

**Thank you for joining
tonight's webinar!**