

Welcome

We will begin at 7:30 pm Central Time

A close-up portrait of a woman with light brown hair pulled back, smiling warmly at the camera. She is wearing large, gold-colored hoop earrings with colorful beads. The background is a blurred, textured wall.

Liz Erickson

Training Director



Bobby Brady-Sharp

Training Projects Manager

Goals for today

- 1 Be able to synthesize the main takeaways of the community engagement fellowship
- 2 Feel prepared for the next steps of your event and fellowship
- 3 To begin to formulate your plan for staying involved in the progressive movement

Agenda

Review the fellowship learning journey

Discuss graduation requirements

Explain post event requirements

Staying involved with OFA
Leadership pathways

Debrief and close

5 minute reflection



Craft a movie title and plot description that reflects your personal experience during the fellowship?

What's your movie title?



Type in the chat box

Our learning journey

Week 1:

Organizing community engagement
events

Key takeaways

**CRB** @deftmediocrity · Sep 27
Takeaway: Learn what leadership attributes I possess and what changes I need to make to become the leader I want to be. #OFAFellows @OFA_PA
2 8

**Patrik Boomacher** @skylar_moran · Sep 27
Great meeting all our #OFAFellows tonight! That chat box was live!
1 8

**Stoney Newsome** @x_LoveJones · Sep 27
First #OFAfellows Webinar today and I am definitely inspired 🙌👏👤
2 10



Kevin Lane and 5 others liked

Grace Taylor Segal @gracetsegal · Sep 27
Wrapping up my 1st #OFAFellows training. Wonderful job, Alexis! Big takeaway: so much is possible! #theskysthelimit #hope #change #OFA ❤️
3 13



J. Kibort and 3 others liked

Heidi @Beamer_ · Sep 27
Taking action transforms stress & anxiety about this country's future into the power to make it better #OFAFellows
3 8

Michelle Villegas and 4 others liked

**Suzanne Gypsy** @suzannegypsy · Sep 27
Just finished first nationwide meeting for #OFAFellows Fall 2017 and I feel more hopeful for our future than I have in ages. You ROCK.
2 11

Anna Perng and 2 others liked

**Steve Wayne Walker** @WalkerStephenW · Sep 27
@#OFAFellows I just finished my first webinar and excited to get started to become better at organizing events and rallies. TYfriends4sup
3 13

**leatherface's bro** 🍷 @brothertimothie · Sep 27
Great first session of #OFAFellows Community Organizing Training. Proud to be part of a cohort of 200+ people across the country.
1 15

**+2,868,692** @kamellatate · Sep 27
The future of liberal democracy is bright when #ofafellows are on the job. Thanks @AlexConavay & my #FellowPeeps!

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?

Our learning journey

Week 1: Organizing community engagement
Events

Week 2: Leading an action planning session

Key takeaways



CRB @deftmediocrity · Oct 4



Week 2 Takeaway: Establish clear goals and norms for effective leadership and organization. [#OFAFellows](#) @OFA_PA



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Erica M. Stone @EMS0930 · Oct 4



"Organizers do not work alone. Find your people." What a great Week 2 session of [#OFAFellows](#)!



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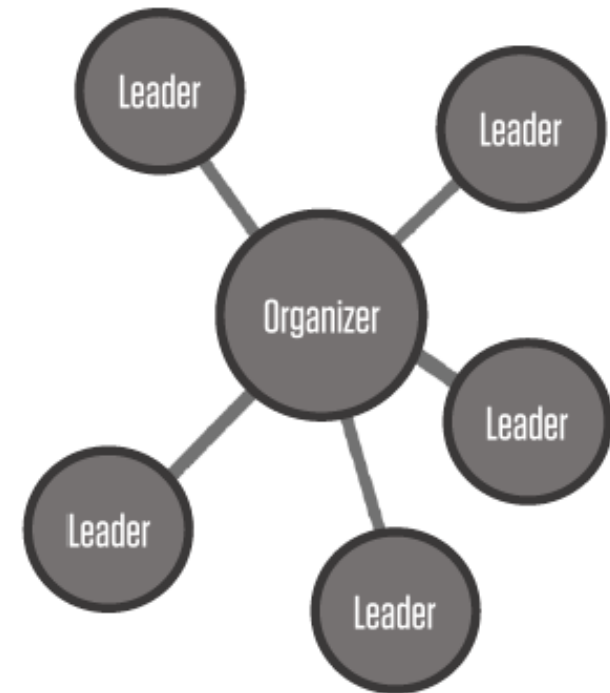
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Action planning sessions create the opportunity for organizers to:

1. Build the relationships required for any team to work well together
2. Agree on what outcome your team will achieve
3. Define responsibilities

... in order to achieve a shared goal



Framework: Action planning session core agenda

- 1 **What:** What do we want to do? What does success look like?
- 2 **Why:** Purpose—why are we organizing this event?
- 3 **When:** When will this event happen? Plan A, B, C, D
- 4 **Where:** Where will this event take place? Plan A, B, C, D
- 5 **Who:** Assign roles—who will do what? Who should be involved?

Our learning journey

- Week 1:** Organizing community engagement events
- Week 2:** Leading an action planning session
- Week 3:** Event management

Key takeaways

♥ Dr Prof R Edith, PhD and 2 others liked



Erica M. Stone @EMS0930 · Oct 11

My biggest takeaway from Week 3 of #OFAfellows training: Event planning requires documentation and communication. #OFA #MakeChange



5



♥ OFA and 1 other liked



nisaferatu fang @nisadang · Oct 11

Replying to @nisadang

The #OFAfellows program has provided several useful tools and frameworks so far that will allow me to better organize my community.



1



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♥ traci wile liked



nisaferatu fang @nisadang · Oct 11

Replying to @nisadang

Event planning is one of the pillars of organizing. It's how you recruit, educate, and mobilize around big issues. #OFAfellows



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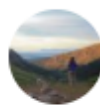
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♥ Anna Perng and 2 others liked



CRB @deftmediocrity · Oct 11

Key Takeaway - In event management, be adaptive and always have the next steps in mind. #OFAfellows @OFA_PA



2



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SheliaTSolomon @SSTAU · Oct 11

Events don't always go as planned use preventative and adaptive solutions. #OFAfellows #OFA_GA



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Laura Muñoz @LauraeMunoz · Oct 11

Takeaway on solutions: 1)preventive and 2) adaptive. Let's aim for the first and be ready for the second. #OFAfellows

MANAGING YOUR EVENT

Outline everything that needs to happen before, during, and after your event and align them with your event goals.

WHAT IS A TICK TOCK?

**An outline of what will
happen at your event from
start to finish.**

Flow of a tick tock

- Natural flow: Start with welcome and introduction, sharing goals and reviewing agenda
- Order of speaking program (film panel, community service)
- Finish with close and next steps

Preventive Solution

Before

What can you do before the event to prevent a problem from happening?

Adaptive Solution

During

What can you do during the event to manage a problem by adapting?

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

Key takeaways

♥ Katie Robbins and 5 others liked

 **Daniel Hertlein** @danielhertlein · Oct 18
If you have your **#HardAsk** down, you will win at lots of things, not just politics.
#OFAFellows

1 1 10

♥ Michelle Villegas and 9 others liked

 **Jessica Estes** @JSwiftEstes · Oct 18
Completing my **#OFAFellows** homework made me realize how much progress I've made and also that there is still much work to be done. 😊

3 19

♥ David Miller and 5 others liked

 **LaShonda Flowers** @lashondaflowers · Oct 18
The Hard Ask is polite, concise, specific and detailed. Confidence is key and passion is a necessity. **#ofafellows**

1 11

♥ J. Kibort and 8 others liked

 **Grace Taylor Segal** @gracetsegal · Oct 18
DeAndre Jones is really rockin' it tonight on our weekly **#ofafellows** call. Learned a lot about the **#hardask** - thanks, DeAndre & Alexis! **#ofa**

2 20

♥ Katie Robbins and 3 others liked

 **Pete Kronowitt** @troub · Oct 18
Fav tonight: Ask for something specific; asks increase chances of a positive response. Use either/or questions.
#OFAFellows #HardASK

7

♥ Jonathan Palmer @jonathanpalmer_ · Oct 18
#OFAFellows My biggest takeaways tonight: to make the hard ask as specific as I can, and sharpen focus on who I'm recruiting. @AlexConaway

6

♥ Melina Brann @melinabrann · Oct 18
Crafting a 'Hard Ask' is all about knowing your audience and what will empower them to join and act! **#OFAFellows #HardAsk**

6

♥ Dalbin A. Osorio @DO4MoCoCouncil · Oct 18
Biggest takeaway had to be how to find that common connectivity when engaging different audiences.
#OFAFellows

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THE HARD ASK: 5-STEP FORMULA

- 1. Know your audience**
- 2. Build urgency**
- 3. Ask for something specific**
- 4. Ask and be quiet**
- 5. Be persistent**

Why should someone attend your event?


- Learn a new skill
- Understand a new perspective
- Demonstrate commitment to a cause
- Keep busy
- To be challenged
- For fun
- **Because they were asked!**

**You get what you
ask for, and not much
of what you do not.**

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

Key takeaways

 **nisaferatu fang** @nisadang · Oct 25

Replying to @nisadang

Really loving how this training is making twitter accessible to #OFAfellows. How do we make these 140 characters impactful?


1 6

Jennifer Warner and 1 other liked

 **CRB** @deftmediocrity · Oct 25

Week 5 Takeaway: Trust is the key component in developing a strong digital community #OFAfellows @OFA_PA

6

 **Laura Muñoz** @LauraeMunoz · Oct 25

OFA Team is dropping some knowledge on Social Media organizing and mobilizing. #OFAfellows

6

 **nisaferatu fang** @nisadang · Oct 25

Replying to @nisadang

We are now discussing how tweets can help build community. As a Twitter veteran, I'm really appreciating this #OFAfellows

1 4

Jimmy Tan and 7 others liked

 **SheliaTSolomon** @SSTAU · Oct 25

#OFAfellows Week 5 Takeaway - Digital Organizing works when real people connect with an authentic story and engage in trust. #OFAfellows

11

OFA and 7 others liked

 **Erica M. Stone** @EMS0930 · Oct 25

Biggest takeaway from Week 5 of my #OFAfellows training: Digital organizing is about building communities online to increase impact & reach.

1 15

Anna Perng and 6 others liked

 **Jessica Estes** @JSwiftEstes · Oct 25

Tonight I learned about digital tactics. Turns out there were some useful social media tools I didn't know about. #OFAfellows

10

Kevin Lane and 5 others liked

 **Samuel** @samuel__2000 · Oct 25

Great webinar on organizing and mobilizing through social media 👍 #OFAfellows

9

KEY PRINCIPLES OF DIGITAL ORGANIZING

- 1. Authenticity**
- 2. Relevance**
- 3. Impact**

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

Agenda

Review the fellowship learning journey

Discuss graduation requirements

Explain post event requirements

Staying involved with OFA
Leadership pathways

Debrief and close

Graduation requirements:

- 1 Participate in six fellowship weekly webinars.
- 2 Plan and host a community engagement event within a few months of the end of the fellowship.
- 3 Complete the Graduation Off Boarding form by the Sunday, November 12 deadline.

Agenda

Review the components of a community engagement event

Discuss graduation

Explain post event requirements

Staying involved with OFA
Leadership pathways

Debrief and close

After your event:

Please email a recap and pictures of your event to fellows@ofa.us.

If you have a fellows leader, they will complete a report back form, letting us know about the highlights of your events, the number of attendees present, and other relevant information.

We love seeing fellows events on social media so be sure to share pictures and highlights from your event!

Questions about the graduation requirements or post event expectations?



Type in the chat box

Agenda

Review the fellowship learning journey

Discuss graduation

Explain post event requirements

**Staying involved with OFA
leadership pathways**

Debrief and close

**OFA is committed to building
a new generation of progressive
leaders to meet the challenges
of today and prepare for the
challenges in decades to come.**

Respect
Empower
Include
Organize

Staying involved with OFA:

Tomorrow you will receive an email that contains a link to a Graduation form.

Parts I & II of that form will ask you questions about your upcoming community engagement event, mailing address, and key takeaways from the fellowship.

Part III of the form will ask you if, and how you would like to stay involved with OFA after the fellowship ends.

Hint: There are a ton of ways to say involved with OFA!

STAYING INVOLVED WITH OFA

Chapter development

STAYING INVOLVED WITH OFA

Chapter development

Digital communications

STAYING INVOLVED WITH OFA

Chapter development

Digital communications

Issue campaigns

STAYING INVOLVED WITH OFA

Chapter development
Digital communications
Issue campaigns
Trainings

What questions about how to stay involved with OFA?



Type in the chat box



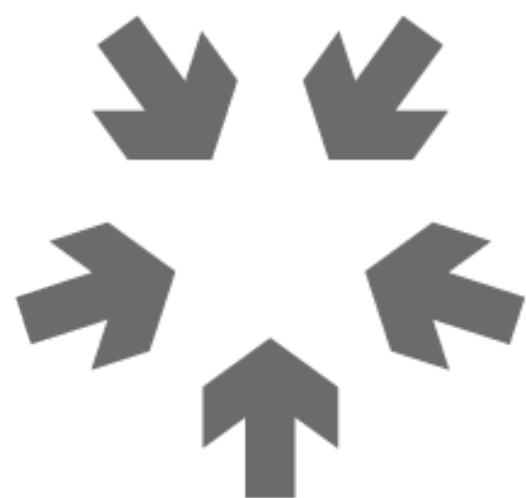
**RUN FOR
SOMETHING**

Wellstone

THE COLLECTIVE

★★★★★ **POLITICAL ACTION COMMITTEE**





THE
ARENA



VICTORY

INSTITUTE

Agenda

Review the fellowship learning journey

Discuss graduation

Explain post event requirements

Staying involved with OFA

Leadership pathways

Debrief and close

Assignment:

**Graduation
form due
Sunday,
November 12**

Be sure to complete and submit the graduation form to ensure that you receive a fellowship certificate.

This will also be your opportunity to indicate how you want to stay involved in OFA going forward.

OFA Training

Thank you for joining today's webinar.

Check the Fellow Bookshelf for a copy of the material covered today, including a video of the webinar.

Email fellows@ofa.us with any questions.

bit.ly/cefweek6