



SHEROES

of organizing

COMMUNITY ORGANIZING 101 with OFA

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Welcome.

We're excited to be here with you!

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#OFAAction

#USOW2018

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We're OFA

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OFA's mission is to create
a more accessible and
participatory democracy

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4 Goals

of this training

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1

Develop a common, engaging understanding of the goals of community organizing.

2

Identify the unique barriers
facing women and how to
operate from our core strengths
when organizing.

3

Develop a working knowledge
of what it means to be vision-
driven and goal-oriented

4

Foster a deep confidence and excitement for applying these skills to your organizing work

Agenda

Welcome and introductions

What is community organizing?

Unique barriers & operating from strengths

Break

Leading with our vision & setting goals

Closing

Meet each other

Find the nearest person to you whom you don't know, and introduce yourself.

Share your name, where you're from, and why you're getting involved.

Finally, share what you want to get from the session.

Respect
Empower
Include

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Agenda

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What are the goals of community organizing?

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Orienting questions

- 1 What values do you hear these people speaking to?
- 2 What outcomes do you see from their work?
- 3 What are the goals of community organizing that you hear?

“The great social justice changes in our country have happened when people came together, organized, and took direct action. It is this right that sustains and nurtures our democracy today. The civil rights movement, the labor movement, the women's movement, and the equality movement for our LGBT brothers and sisters are all manifestations of these rights.”

DOLORES HUERTA

“The young are at the gates.”

LIVINIA DOCK

What is the goal of community organizing?

Small group discussion

Community organizing has as a core goal of generating durable power for a group of people, influencing key decision-makers on a range of issues over time.

Community organizers seek to get people a place at the table before important decisions are made.

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What barriers do women face in community organizing?

Barriers for women in organizing



Decisions are
made in male
spaces

Government is
led by men

Bias; rigid
archetypes of
leadership

Anything else?

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Operating from strengths

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40%

of campaign managers for
Democratic congressional
candidates are women

71.6%

of OFA's current
Fellowship class identify
as female

431

Women running or
likely to run for the
House in 2018

We have heroes to learn from

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Dolores Huerta



Angela Davis



Ai-jen Poo

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Orienting questions

- 1 What themes do you see across these three women?
- 2 What qualities enabled them to be successful?
- 3 What qualities do you possess that make you a successful organizer?

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We can cut through the
clutter when we have
conversations that speak to
the head and the heart.

To speak to the head and
the heart, we have to
understand our purpose.

Narrowing in on our values
and beliefs aid us in
understanding our purpose.

One method to try in identifying your vision: Get to the root of our values and beliefs

What issue do you deeply believe in and fight for?

Why is that issue important to you?

(ask yourself this five times)

Being goal-oriented

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Share out!

Why do we set goals in the first place? What is their purpose? How do you incorporate them into your work? Are you someone who writes out your goals, or do you tend to keep them internalized?

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How do we set the right goals?

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A GOOD GOAL IS THREE THINGS:

Measurable, realistic,
and solves a challenge

Setting the right goal

Your goals should always be measureable, realistic, and problem-solving.

- **Measureable:** This could be numerical, a yes or no, or something else. You need to be able to know when you've achieved the goal.
- **Realistic:** Given the amount of time, resources, energy, and the political landscape, can we realistically achieve this goal with our best efforts?
- **Problem-solving:** Does achieving this goal advance our mission or help unlock a key step towards realizing our vision?

“If it doesn’t challenge you,
it won’t change you.”

"Set goals that excite
you and scare you at
the same time."

“Be stubborn about your goals, and flexible about your methods.”

"Success is not built on success.
It's built on failure. It's built on
frustration. Sometimes it's built
on catastrophe."

Setting a proper goal

Small group activity

- 1 Imagine you are a member of a new organization, Climate Action NOW.
- 2 Your organization is holding its first planning meeting and deciding on goals for the year.
- 3 Read through the goals and analyze them based on if they're measurable, realistic, and solve a challenge.

Pass a city-wide resolution that commits 50% of roof space on all new buildings and 25% on current buildings for solar panels.

Pass a resolution that forces the city to divest from fossil fuels by the end of 2020.

Pass a resolution that commits the city to using more renewable energy sources for its power production.

Pass a resolution that forces the city to analyze its current carbon footprint, publish the results, and host a town hall.

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SETTING A PROPER GOAL

What goal did you choose, and why?

Did you make any edits to the goal?

Did you pick something else entirely?

BUILDING IN BENCHMARKS

Benchmark goals are the stepping stones to measure progress and keep you on track.

They also serve to build a proper ramp towards achieving your big, ambitious goal.

Benchmarks take into account: time, capacity, additional resources.

Proper benchmarks

- 1 Benchmarks too should be measurable, realistic, and oriented towards solving challenges.
- 2 They timelines that make sense given your overarching goal.
- 3 They help track performance, and allow you to pace yourself over time.
- 4 Are adjustable!

Questions?

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A blue-tinted photograph of four young people (three women and one man) smiling and holding signs. The signs say "I will vote!" and "I will vote because I love my L".

Connecting to OFA

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Upcoming In 2018

- 1 Organizing for '18
- 2 Commit to vote program
- 3 Online training series
- 3 Chapter involvement

Debrief

What are your key takeaways?
What are you committing to do or learn?
How can OFA support you?

Key Takeaways

- 1 Women face unique barriers in organizing, but still get it done.
- 2 When we operate with our strengths and vision, we are more successful.
- 3 Concrete goals aid us in identifying our progress, and fuel us for the journey ahead.

Thank you for joining today's training.

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

bit.ly/OFA_USOW

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