of organizing

COMMUNITY ORGANIZING 101 with OFA

Welcome.

We're excited to be here with you!











#OFAction #USOV2018

We're OFA

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



4 Gods of this training

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.



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 nclude

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What are the goals of community organizing?



Orienting questions

- What values do you hear these people speaking to?
- What outcomes do you see from their work?

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





Anything else?

Operating from strengths

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 sheroes to learn from





Orienting questions

- What themes do you see across these three women?
- What qualities enabled them to be successful?

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

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?



How do we set the right goals?



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.

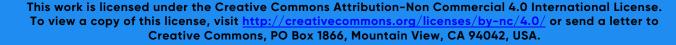
Your organization is holding its first planning meeting and deciding on goals for the year.

Read through the goals and analyze them based on if they're measurable, realistic, and solve a challenge.



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

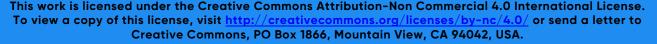
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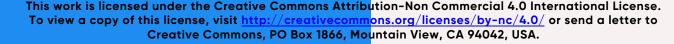


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SETTING A PROPER GOAL

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

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



Questions?

Email is at organizing@ofa.us



Connecting to OFA

Upcoming In 2018

Organizing for '18

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.
- When we operate with our strengths and vision, we are more successful.

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

