

WORKSHOP SESSION

Local Issue Advocacy

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Begin the training at 8:30 p.m. ET / 5:30 p.m. PT

OFA

"Life's most persistent and urgent question is, "What are you doing for others?"

MARTIN LUTHER KING, JR.

2 minutes

Opening

Who is your example of someone who works for others selflessly?

How has that impacted you?

Goal for this session

- 1 Participants will narrow from a problem to an issue
- 2 Participants will identify the best practices of an issue statement
- 3 Participants feel a sense of community with the group, particularly with the members that are working on a similar issue



Guided worksheet

BIT.LY HERE

Tonight's agenda

Opening

Organizer continuum

Review of indicators of good issues

Group norms for workshops

Group protocol

Closing

#OFAction

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

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Organizer continuum

Organizer continuum



**Where do you identify
yourself on the organizer
continuum with your issue?**

Goals

- 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

Success

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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

Problems = **Broad areas of concern**

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

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

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

WE MUST KNOW THESE ANSWERS DEEPLY.

Question	Rating
Who is affected by the issue?	
What are the consequences of the issue?	
What is the economic impact of the issue?	
What are the barriers?	
What are the resources?	
What is the history of the issue in your community?	

Rate yourself

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Group norms

Norm 1:

Develop an ethic of sharing.

Norm 2:

It's okay to question. Asking for why; asking for evidence; receive feedback in kind.

Norm 3:

**No one is above critique,
no one is below dignity.**

Additions?

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15 minutes

Group Protocol

- Groups of three
- Decide who is person A, B, C
- Person A: You share the context of the problem you are working on, the issue, your timeline, and why you care about it
- People B & C: Be ready to share 3 affirmations, 2 questions, 1 underlying assumption

3 minutes

Reflection

Person A:

Share:

- Context of the problem you are working on
- Your issue statement
- Timeline of how long you have been working on it
- Why you care about this issue

2 minutes

Reflection

Person B & C:

Share:

- 3 affirmations
- 2 questions
- 1 underlying assumption

3 minutes

Reflection

Person B:

Share:

- Context of the problem you are working on
- Your issue statement
- Timeline of how long you have been working on it
- Why you care about this issue

2 minutes

Reflection

Person A & C:

Share:

- 3 affirmations
- 2 questions
- 1 underlying assumption

3 minutes

Reflection

Person C:

Share:

- Context of the problem you are working on
- Your issue statement
- Timeline of how long you have been working on it
- Why you care about this issue

2 minutes

Reflection

Person A & B:

Share:

- 3 affirmations
- 2 questions
- 1 underlying assumption

Group share

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Debrief

What did I learn today?

**What am I leaving committing to
now go, do, understand?**

Homework

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