

WORKSHOP SESSION

Local Issue Advocacy

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

OFA

**"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."**

DOLORES HUERTA

2 minutes

Opening

Last week, we worked on our campaign plan.

Have any questions come up for you that you would like to ask Jack for our Q&A?



Guided worksheet

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

Goal for this session

- 1 Assess where you are in your campaign planning process
- 2 Identify weak areas of your plan
- 3 Get feedback on the next steps of your plan
- 4 Feel a sense of community with the group.

Tonight's agenda

Opening

Review campaign plan content

Q & A with Jack

Workshop modeling

Workshop groups

Closing

A black and white photograph of Dwight D. Eisenhower in a military uniform. He is wearing a peaked cap with an eagle emblem and a jacket with "U.S." insignia on the collar and stars on the shoulder. He is looking down at a document or map he is holding. The background is slightly blurred, showing some equipment and foliage.

**"Plans are nothing..
Planning is everything."**

— Dwight Eisenhower

Building the framework

- 1 A goal.
- 2 A strategy.
- 3 Tactics.

Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy.
- 3 Tactics.

Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Tactics.

Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Effective tactics that accomplish your goal through the strategy you've developed.

Good goals are
measurable, realistic, and
solve a challenge.

A strategy is the roadmap to success and answers the question: How we will achieve our goal?

Tactics are the actions you take to get you to your goal. They always follow the roadmap laid out by your strategy.

Issue Campaign Plan Template

Vision

Write this part of your plan last. This should summarize the issue campaign objective, strategy, tactics, and timeline. It should also list out all qualitative and quantitative goals in a bulleted list.

Campaign Goal

What is the desired outcome of your campaign? Be specific.

Strategy

State your campaign's theory of change.

Targeted Decision Makers (part of strategy)

Who are you targeting? Why are you targeting them? Include a summary of your targets here. Depending on your campaign, you may have fewer than or more than five targets – that is okay as long as it makes sense in achieving your campaign's objective.

	Name	Role	Why a target?
Target 1			

Reflection

- 1 What part of writing your campaign plan has been difficult?
- 2 Where is your campaign plan strong?
- 3 What questions do you have?

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Q&A with Jack Shapiro

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A tapestry of connections

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.**

Norm 4:

Respect, Empower, Include.

Norm 5:

Step up; step back.

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20 minutes

Group Protocol

- Groups of three
- Decide who is person A, B, C
- Person A: Share your goal, strategy, and tactics for your campaign plan, and area that has been difficult
- Person B & C: 1 affirmation, 1 question

Group share

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Debrief

What did I learn today?

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

Logistics



Survey



Homework- Options



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



Email and tweet!

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.

<http://bit.ly/campaignLIA>