

Welcome

Fall 2017 Campus Organizing Academy

We'll get started at 8:00 pm Eastern Time

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

A group of diverse people, including men and women of various ethnicities, are seated in a circle. They appear to be in a meeting or collaborative work environment, with some looking at devices and others looking towards the center. The image is overlaid with a semi-transparent dark blue filter.

Organizing strategy: A **roadmap** to success

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Logistics



We will meet for 90 minutes



Send technology questions
to organizing@ofa.us.



A recording of this training will be
available later this week.



It's cool if you tweet—use #OFACampus.

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

#OFACampus

@klane228

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Bobby Brady-Sharp

Training Projects Manager, @bobbyhtx

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Meet each other!

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

8 minutes

Partner Activity



Things to share:

1. Name and where you're from
2. School you're attending
3. A hidden talent

Your learning journey

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Your learning journey

- 1 The Issue With Organizing: Building The Proper Framework
- 2 Mission Not Impossible: Achieving Big Goals
- 3 Organizing Strategy: A Roadmap To Success

Your learning journey

- 4 Digital Organizing: Memes To Mobilization
- 5 Passion Into Action: Telling Your Story
- 6 Tackling Tactics: Tying It All Together

Bobby Brady-Sharp

Training Projects Manager

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Strategy & tactics

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

What is a strategy?



Raise your hand or type in the chat box

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

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

What is a tactic?



Raise your hand or type in the chat box

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

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

Muhammad Ali vs. George Foreman

Defining Goal, Strategy, Tactics

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.



Goal, strategy, tactics

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Goal, strategy, tactics

- 1 What was Muhammad Ali's goal in this fight?

Goal, strategy, tactics

- 1 What was Muhammad Ali's goal in this fight?
- 2 What was his strategy?

Goal, strategy, tactics

- 1 What was Muhammad Ali's goal in this fight?
- 2 What was his strategy?
- 3 What were his tactics?

Goal, strategy, tactics

The Rope-A-Dope!

- 1 What was Muhammad Ali's goal in this fight?
- 2 What was his strategy?
- 3 What were his tactics?



Creating a proper strategy

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Creating a strategy

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Creating a strategy

- 1 What institutions have the ability to enact the change you wish to see?

Creating a strategy

- 1 What institutions have the ability to enact the change you wish to see?
- 2 What decision makers will you target?

Creating a strategy

- 1 What institutions have the ability to enact the change you wish to see?
- 2 What decision makers will you target?
- 3 What messages will you use to motivate these decision makers to action?

12 minutes

Individual Reflection



Think about the issue you are working on this year and answer these strategy questions:

1. What institution can enact change on your issue?
2. What decision makers will you target?
3. Brainstorm and write down all you know about the decision makers.

Share out!



Raise your hand or type in the chat box

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

**To enact change
for an issue campaign,
we need to influence
decision makers.**

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

**In order to influence
decision makers, we
need to target their
self interest.**

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.


**Our message must
resonate with decision
makers based on their
self interests.**

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.



**Decision
makers
have
certain
motivations**

What motivates decision makers?



Decision makers have certain motivations

Reelection

Their Legacy

Finances

Future of the Organization

Constituent Base

12 minutes

Partner Activity



Go back to your responses in the previous exercise. Think about messaging your decision maker.

1. What messages will you use to influence your decision maker?
2. What self interests are you targeting?

Share out!



Raise your hand or type in the chat box

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Key Takeaways

Tweet your thoughts! Use #OFACampus

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Next steps & close

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Next call:
Thursday, October 26
8pm Eastern Time

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Any questions?

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

Thank you!

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.