# Welcome

#### Fall 2017 Campus Organizing Academy

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

# Organizing strategy: A roadmap to success





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.



## #OFACampus @klane228

# Bobby Brady-Sharp

#### Training Projects Manager, @bobbyhtx

## Meet each other!

#### 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

## Your learning journey

1 The Issue With Organizing: Building The Proper Framework

2 Mission Not Impossible: Achieving Big Goals

Organizing Strategy: A Roadmap To Success

## Your learning journey

Digital Organizing: Memes To 4 **Mobilization** 

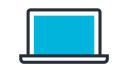
- 5
  - Passion Into Action: Telling Your Story

Tackling Tactics: Tying It All 6 Together

## Bobby Brady-Sharp Training Projects Manager

# Strategy & tactics

## What is a strategy?



#### Raise your hand or type in the chat box

## 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

## 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



What was Muhammad Ali's goal in this fight?

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

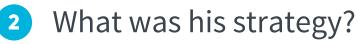


What was his strategy?





What was Muhammad Ali's goal in this fight?



#### The Rope-A-Dope!







# Creating a proper strategy

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

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2 What decision makers will you target?

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?



**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

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

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

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

Decision makers have certain motivations

What motivates decision makers?

Decision makers have certain motivations Reelection

Their Legacy

Finances

Future of the Organization

**Constituent Base** 



**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

## **Key Takeaways** Tweet your thoughts! Use #OFACampus

## Next steps & close

## Next call: Thursday, October 26 8pm Eastern Time

# Any questions?

## Thank you!