**Week 9 : Persevering through barriers**

Objectives:

* Identify common barriers local issue advocates run into during the course of their campaign
* Analyze best practices
* Apply best practices to an example campaign plan

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| Time: | Activity: |
| 00- :10 | OPENING & INTRODUCTION* Welcome, Quote for the week
* Objectives for the session
* Learning journey
* Opening question -- annotate this slide -- if your local issue advocacy was an animal, what would it be? Why? Annotate the slide (guinea pigs!!)
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| :10 - :25 | KEY CONCEPTS* Common challenges of local issue organizers
	+ **#1: What to do when people are territorial -- examples of Chicago, organizing on campuses**
		- What can you give them? Agenda, speak 1st
		- Emotional intelligence piece -- talking to people at a values level (reference volunteers feedback); importance of self awareness and analyzing what is underneath
		- Stay involved in the long game -- show up consistently, speak to your values
		- Keeping a long term view Awareness/emotional intelligence of how your actions/OFA’s restrictions may not be aligned in some places and how that may make partners react or be able to work with
		- Need to learn how to best work with partners when visions/missions are not totally aligned, or when to let a partnership go if you can’t work together -- how do you choose your battles
		- Establishing a reputation as a community organizer is a challenge. Keep asking until somebody agrees to work with you
	+ **#2: What to do when your issue is not being discussed at a state level, or at a city level**
		- Patience -- people talk about certain things for a reason, don’t talk about certain things for a reason
		- Political community might be small -- alderman might be the same for the past 20 years
		- Be persistent and be patient
		- Planning and preparation -- take advantage when opportunity arises (scott pruitt example, new council person, someone resigns
	+ **#3: Measuring success**
		- Goal -- could be developing a coalition, group attendance, engagement
		- Strategy to get decision makers on board
		- Tactics: Build relationships with decision makers, hold redistricting trainings
	+ Questions? APPLICATION -- any other thing that you are running into? Anything that you want to keep in mind as you implement your campaign plan?
* **Best Practices (Advice from volunteers)**
	+ OFA’s strength is **trainings** -- use that to connect with others
	+ Have **recurring meetings** (weekly/biweekly) to build structure -- key for success
	+ **Digital:**
		- Using facebook, twitter to share information and updates
		- Using facebook and BSD for event invites
		- Would love training for how to increase exposure for digital presence, what is the difference between each digital asset and how to use each
		- Tools to help share digital content - Emails that had truth team where she could go through and pick out what kinds of messages to send out on her digital channels
	+ **Tracking Data:**
		- Guidance on what to do with sign ons - how to build a list and track data - some way to record events
	+ **Tools to use:**
		- Sign in sheet
		- “What's OFA?” flyer
		- Template for that and petition
		- Business cards for my leads
* Best practices -- concrete -- advocacy lab
	+ Accentuate the positive
	+ Live by your values
	+ Plan for small wins
	+ Look for the good in others
	+ Be creative
	+ Be persistent, be patient
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|  | APPLICATION* Example case study -- taking everything we have learned -- what advice would you give this local issue campaign?
	+ Content on the side -- issue statement, building coalitions, identifying the policy landscape, writing your campaign plan (goal, strategy, tactics) -- how would you advise?
	+ Link to case study:
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|  | SYNTHESIS* Closing question: What did I learn today? What am I leaving commiting to now go, do, or understand?
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|  | CLOSING & NEXT STEPS* Any questions as we close?
* Review of homework for the week
* Send out survey
* Next session -- final synthesis and closing of people who are sharing what they have learned
* Express appreciation, thank them for joining; express importance of joining each time
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To do

* Powerpoint (morning)
* Guided notes (afternoon)
* Write survey (afternoon)