

Welcome

Fall 2017 Campus Organizing Academy

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

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Tackling tactics: Tying it all together

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Welcome & intros

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DeAndre Jones

Regional Organizing Manager

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5 minutes

Group share



Things to share:

1. Name and where you're from
2. School you're attending
3. Your favorite place

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Your learning journey

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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

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Your learning journey

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

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Your learning journey

Submit your graduation form by November 27!

I'll be sending it out tomorrow morning

- 4 Digital Organizing: Memes To Mobilization
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- 6 Tackling Tactics: Tying It All Together

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Tackling tactics

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

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What are some effective organizing tactics?



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Effective tactics

1 Signature drives

2 Press conferences & rallies

3 Town halls & forums

4 Office visits & phone calls

5 Digital organizing

6 Film screenings

7 Panel discussions

8 Community engagement events

9 Trainings & house parties

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Effective tactics

An effective tactic appeals to a decision maker's motivations.

There are three ways to communicate with decision makers:



Press



Online



Directly

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An issue ecosystem is the environment surrounding a decision maker.



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Our goal:

To create the conditions for decision makers to take action on the issue we care about.

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Case studies

DeAndre Jones

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Keeping guns off campus

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Vision: Keeping guns off campus

- 1 Goal:** convince university president to make an official stance against allowing guns on campus
- 2 Strategy:** educate the public on gun safety and activate supporters to put pressure on university administrators.
- 3 Challenges:** state gun laws, educating the public on gun safety, getting decision makers buy-in.

Vision: Keeping guns off campus

Tactics: petition signatures, panel discussions, campus surveys, rallies, many meetings professors, administrators, university president, student leaders.

Internally partnered with campus police, other progressive student organizations, and professors as allies.

External partnerships with elected officials and community leaders.

**We need decision makers
to vote our way.**

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We need decision makers to vote our way.

What motivates them?

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Meet Senator David Mendez

Moderate

No previous public statements

Pro-business

Positive, mainstream image in the state

Represents high share of independents



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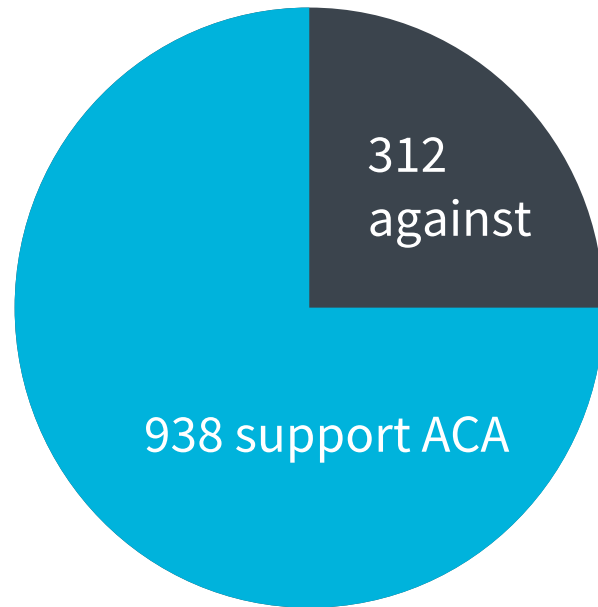
Letters to the Editor

“Protecting the ACA will put our state on the right side of history.”



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Office phone calls



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Social media

*Flooded Facebook with
comments*

56 @mentions on Twitter

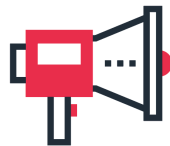
187 emails



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Rallies outside of office

Message: “the ACA is here to stay!”

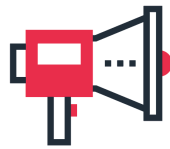


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Earned media events

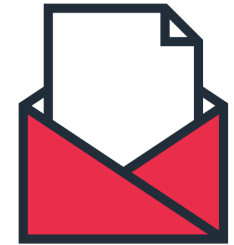
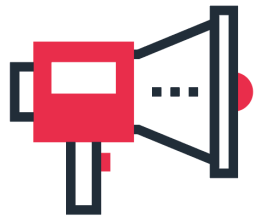
“Thanks to Obamacare, I was able to obtain coverage while having a pre-existing condition. I will no longer have that protection under this new law.”

-Small Business Owner



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We put issues on elected leaders' radar.



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**One tactic alone
does not persuade
a decision maker.**

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**It takes a combination
of strategically-planned
tactics to ensure your
message is heard.**

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8 minutes

Individual Reflection



Think about the issue important to you. Keeping in mind your goal and strategy, answer the following:

1. What are the tactics you will use to achieve your goal?
2. How will you diversify and schedule them to maximize their impact?
3. What message are you conveying with your tactics?

Debrief



Type in the chat box or raise your hand

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Working with partners

Kevin Lane

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Establishing partnerships

Three keys to building new partnerships

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Establishing partnerships

Three keys to building new partnerships



**Do your
research**

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Establishing partnerships

Three keys to building new partnerships



**Do your
research**



**Hold 1:1
meetings**

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Establishing partnerships

Three keys to building new partnerships

**Do your
research**

**Hold 1:1
meetings**

**Find
coalition
tables**

What is a coalition table?

- 1 **Recurring** meeting of individuals, representative from groups and community organizations with common interests and goals.
- 2 **Provides space** for updates and discussion on messaging, calendars, and tactics.
- 3 **Concludes** with agreed upon actions and next steps.

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Breaking into a table

- **Identify** key decision makers. Ask!
- **Become a regular** and contribute.
- **Bring the doughnuts** or host the space.
- **Sweep the floor.** Do the tough jobs.
- **Under promise, over deliver.**

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What experiences have you had working with partners?



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Managing partnerships

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Managing partnerships

Reinforce your guiding theory of change

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Managing partnerships

Reinforce your guiding theory of change

Negotiate

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Managing partnerships

Reinforce your guiding theory of change

Negotiate

Don't always be right

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Managing partnerships

Reinforce your guiding theory of change

Negotiate

Don't always be right

Never burn a bridge

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Managing partnerships

Reinforce your guiding theory of change

Negotiate

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Under promise, over deliver

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Managing partnerships

Reinforce your guiding theory of change

Negotiate

Don't always be right

Never burn a bridge

Under promise, over deliver

Know your role

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Managing partnerships

Reinforce your guiding theory of change

Negotiate

Don't always be right

Never burn a bridge

Under promise, over deliver

Know your role

Develop trust

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1:1 partner meetings

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1:1 partner meetings

- 1 Establish a shared purpose
- 2 Bond over stories
- 3 Identify a key connection
- 4 Develop the strategy
- 5 Make the hard ask & next steps

Questions?

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Next steps

Kevin Lane

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Submit your graduation request form

- Will be sent tomorrow, November 17
- Due back by Monday, November 27
- Letters mailed out by Monday, December 4

Reach out to me for any questions!

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