

WELCOME PACKET

COMMUNITY ENGAGEMENT FELLOWSHIP

FALL 2017

Organizing for Action

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WE ARE OFA

Welcome to Organizing for Action (OFA). We are community organizers—part of a long line of people who aren't afraid to take on the big fights for social justice, basic fairness, equal rights, and expanding equality. That kind of progress is never easy.

We respect. We empower. We include. We organize.

We respect everyone, regardless of identity, party affiliation, policy differences, zip code, or education.

We empower everyday people to become organizers by not just telling them what to do, but by teaching and involving them in the organizing work.

We include everyone, because everyone has something worthwhile to give.

We organize in neighborhoods across the country, OFA volunteers are building this organization from the ground up, person to person, community by community—because our movement should be as diverse as the country we live in.

OFA is committed to mobilizing and training the next generation of progressive organizers and leaders. We know that real, lasting change doesn't just happen on its own. It requires organizing and it requires people like you—because democracy isn't a spectator sport.

About the program

September 27–November 1

In order to make progress on the pressing issues we face today, organizers and advocates need the skills and training to turn a desire to change the status quo into meaningful and impactful action. As an OFA fellow, you will learn the skills to imagine, organize, and manage the type of community events that motivate people to be civically engaged.

Community engagement events

Throughout the program, you will learn to organize various types of events that will bring together people from all parts of your community. “Community engagement events” function as entry points for people who are concerned about issues, but may not have a deep understanding of them or how to take action to change the situation. In weekly online trainings, you will learn the tactics, tools, and strategies to implement a successful community engagement event. Then, working together with your fellows leader and co-fellows (or OFA staff) you will pull these skills together to organize a “capstone event” by the end of your program (November 1 or shortly thereafter).

Fellows leaders

Fellows leaders are OFA volunteer leaders and veteran organizers who will work with you to provide guidance as you plan your community engagement event. You will meet once a week with your fellows leader—either on a conference call or in person—to review weekly goals and make sure you are on track to for your event.

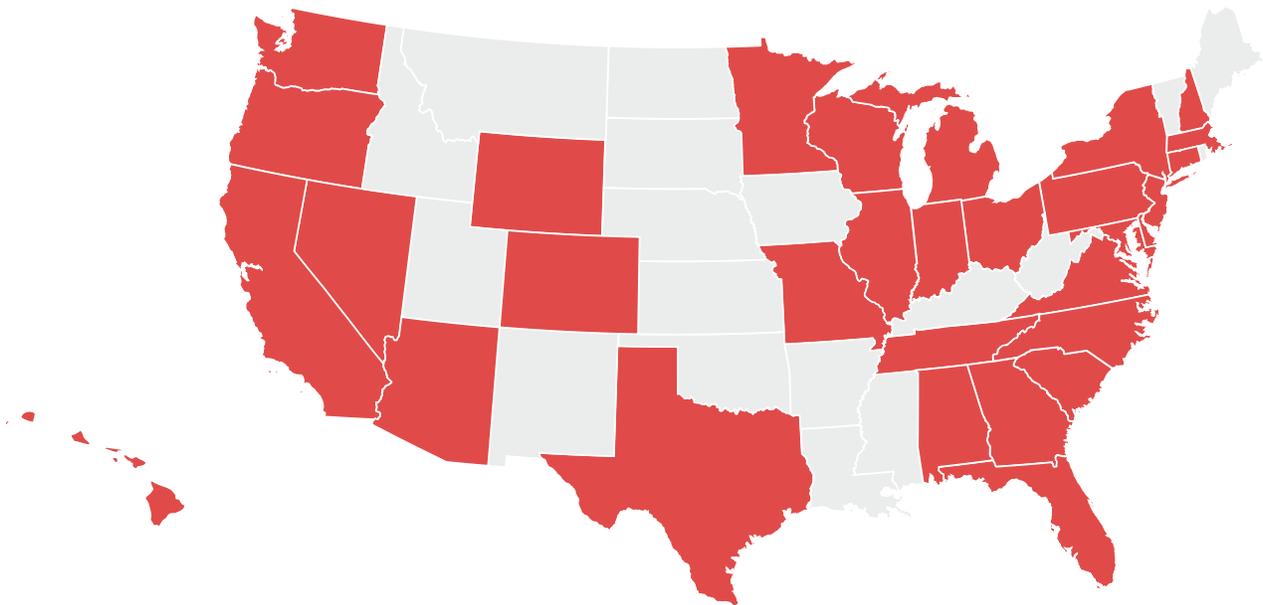
Online training schedule and overview

You will participate in a total of six online trainings, which will help prepare you to put on a community engagement event from start to finish. Online trainings are livestreamed every Wednesday from 7:30-9 p.m. CT. Attendance is taken at the beginning of every training. If you have to miss a training, please inform your fellows leader as soon as possible and make sure to watch the class recording. Fellows who miss more than two online trainings may not be eligible for graduation.

Date	Webinar	Learning objective
September 27	Community engagement events	Learn how to distinguish between the different types of community engagement and organizing events. During this session, you'll decide which type of event you plan to organize by the end of your program.
October 4	Action planning sessions	In this session, you will become familiar with the process by which you'll plan a successful community engagement event. You will go over best practices and key lessons to lead a group of volunteers to plan the event.
October 11	Event management	This week, we'll go over how to keep track of all the moving pieces that go into an event—it can be challenging! We'll talk about management tactics and tools you can use to delegate responsibilities and ensure tasks are completed on time.
October 18,	Recruitment: Grassroots tactics	Learn grassroots best practices for reaching out to members of your community to get them to commit to attending your event.
October 25	Recruitment: Digital tactics	This week's training will help familiarize you with online recruitment strategies, the importance of having a digital presence, and how to effectively tell the story of your action online.
November 1	Tying it all together	In this session, you'll integrate the different organizing tools you've learned throughout the program in order to implement your community engagement event.

Our learning community

OFA is hosting fellowships across the country. You are one of more than 200 community engagement fellows who are ready to learn new organizing tactics and tools. Welcome—this is your family!



Communication norms

If you have questions or concerns, we want to make sure you feel comfortable reaching out to one of our program managers for answers. However, we do ask that you follow our four-step communication norm. First, make sure to review the resources already available to you. The answer might already be in your inbox! Second, if you don't find what you're looking for, ask a peer. Third, reach out to your fellows manager. And finally, contact the training team in Chicago: fellows@ofa.us

No matter what city or state you're from, you are part of a big learning community. Join connect.ofa.us to connect with organizers from around the country, and exchange ideas.

Rules to live by

The following rules and norms will help you get the most from your experience as an OFA Community Engagement Fellow.

Respect, Empower, Include, Organize.

Everything we do revolves around these principles.

Have fun!

This is most important! You were selected among hundreds of applicants to learn new organizing skills and make an impact in your own community. Learn as much as you can and enjoy yourself throughout the process.

Keep these questions in mind:

How will this program help me grow as a leader? What issue am I passionate about, and how can I engage my community around this issue? By the end of this program, I will succeed if...?

Soak it all in.

You will learn a lot throughout your experience. Take every opportunity to learn not just how we do things, but why.

Be professional.

As an OFA fellow, you are expected to behave professionally online and offline. Be respectful of other people and the program. Follow up on your commitment and meet deadlines. If you must withdraw from the program, please be honest and let us know immediately so we can adapt our plans accordingly.

Leave a footprint.

You can't build a movement if you don't tell anyone about it! Make sure you're using Twitter and Facebook to show the world that you're fired up and ready to organize using #OFAAction and #OFAFellows. As you do, you'll notice that other generations of fellows are doing the same. Feel free to interact with and support their work, too—they're part of our OFA family!

Our technology

To get onto the webinar trainings, you will need to register for the class below and download the Zoom client to your computer.

[Access Zoom](#)

You are part of the newest generation of leaders in the progressive movement. We're excited and proud to be on this journey with you.

Let's get started!

Next step: Attend the first weekly online training.

Wednesday, September 27, 7:30–9 p.m. CT