

Welcome

We will begin at 7:30 pm Central Time.





OFA Community Engagement Fellowship

Spring 2018 / #OFAFellows

Tweet today using
#OFAFellows

Goals for today

- 1 To foster an awareness of the power of local impact, and how it can lead to big change.
- 2 Question and come to conclusions about what we truly value in our communities.
- 3 Be able to turn our root challenges into organizing issues on which we can take action and make an impact.

Agenda

Intro and welcome

Recap from Week 1

Turning challenges into issues

Identifying the right decision makers

Debrief and close

Icebreaker: Politics pop quiz

Icebreaker: Politics pop quiz

How many voting members of U.S. Representatives serve in Congress?

- 1.) 535
- 2.) 435
- 3.) 500
- 4.) 4

Icebreaker: Politics pop quiz

What university did President Josiah Bartlett attend?

- 1.) University of Michigan
- 2.) University of Florida
- 3.) University of Notre Dame
- 4.) Harvard University

Icebreaker: Politics pop quiz

What was the purpose of the 19th amendment?

- 1.) Granted women the right to vote.
- 2.) Abolished slavery.
- 3.) Established Thanksgiving as a national holiday.
- 4.) Guaranteed the right to free speech.

Week 1: Key takeaways



Mitchell Colley @MitchellColley
I'm nervous about working independently. Just want to be successful in my aspirations as a newer organizer. [#OFAFellows](#)

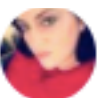


Jen Rivers
@jenniferrivers

Replying to @MitchellColley

Hi Brother, I'm an OFA Fellow for this spring as well, and I'm here in Los Angeles. We'll probably meet on Saturday! Don't worry, we all got your back! Nothing about organizing is independent!
[#OFAFellows](#)

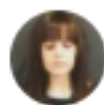
1:59am · 29 Mar 2018 · Twitter for iPhone



Kerry Webb @kerrywebb5255 5d
"Even if hope is just a low ember at night, in the morning you can still start a fire" Let's force a change
[#OFAFellows](#)



5d



KELLY RYAN 'BRIEN @kellyrya... 5d
WAnt some inspiration? Follow [#ofafellows](#)

Alesia Shealey @HookerShealey
[#OFAFELLOWS](#) the enthusiasm from the Spring participants of the OFA Community Engagement Fellows program is contagious. Already feeling the love.



Mitchell Colley @MitchellColley 5d
Healthy communities are connected, vibrant, and don't marginalize any group. [#OFAFellows](#)



Chad M. Cain @citizenChadCain 5d
Go Team [#OFAFellows](#) !

Here's to doing all we can to create a more a more accessible and participatory democracy. Proud to join you all in this vital work!

[#Organize](#) [#Act](#) [#Vote](#)



Ana Pet
@IIIIIIAna_Pet_

[#OFAFellows](#) It was so exciting to have all these people with so many different great ideas and ways to look at issues and how to solve them. This is the definition of creative! LET'S GO!



Alesia Shealey
@HookerShealey

[#OFAFellows](#) We see you Julie and also wish your Dad could see you now.

Julie Ridl @jujuridl
Accepted to the [#OFAFellows](#) Spring program. Got a feeling this is going to be the thing that makes sense of my whole life, somehow. Wish my Dad could see me now.

**We must address the root
challenge if we are to affect
change.**

Four steps to identify a root problem

- 1 How do we define a healthy community? How do we know it when we see it?
- 2 What resources are our communities currently lacking? What challenges are they facing?
- 3 Why do they lack these resources? Why are they facing these challenges?
- 4 What can we do about it? What resources do we have?

Agenda

Intro and welcome

Recap from Week 1

Turning challenges into issues

Identifying the right decision makers

Debrief and close

**Now that we know the challenge,
how do we organize?**

Turning challenges into issues

- It's not enough to identify the sources of the challenges our communities face.
- As organizers, we must figure out a way to take action, to get others involved, and make a measurable impact.
- We need to be smart, strategic, and find a way to enact real change.

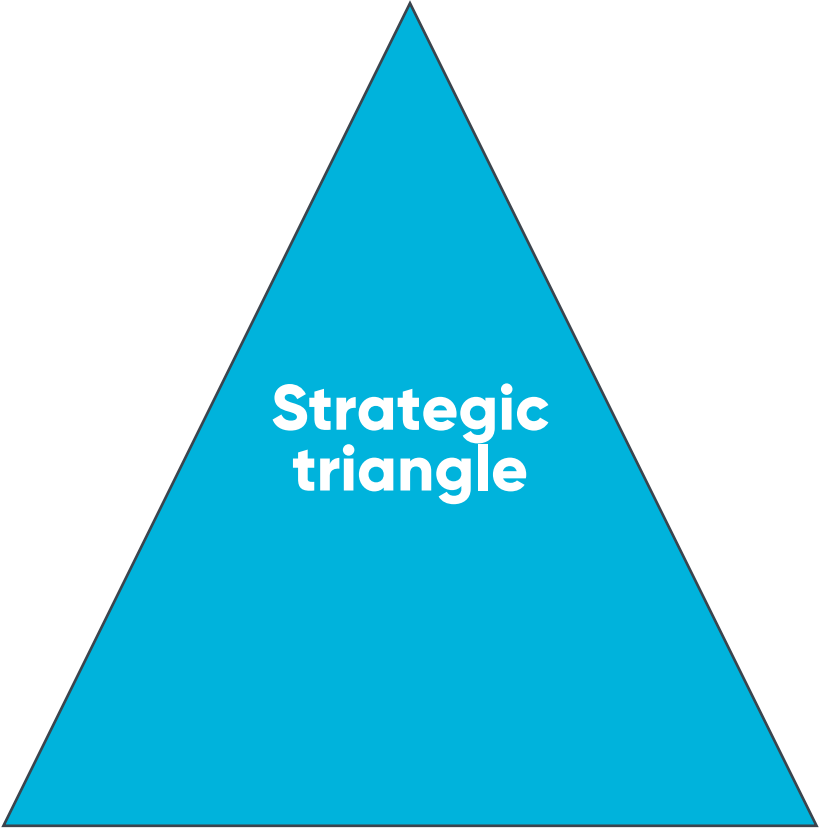
Turning challenges into issues

- At OFA, our theory of change is to develop, plan, and implement an effective issue campaign.
- An issue campaign can have many goals, be it legislative victories, increasing public awareness, ballot initiatives, or growing organizational capacity.
- But at their heart, every issue campaign aims to achieve a measurable, problem-solving goal.

Two methods to developing issue campaigns

Kennedy School: Creating public value

Public value



**Strategic
triangle**

**Operational
capacity**

**Legitimacy
& support**

Strategic triangle

- **Public value:** the resource, asset, support, law, behavior, or process you wish to create.
- **Legitimacy & support:** who can authorize you to take action and provide the resources necessary to create and sustain this value?
- **Operational capacity:** the funding, staff, volunteers, infrastructure, technology, resources needed to create the value.

Can you think of an example that would fit into this model?



Type in the chat box

Goal, strategy, tactics

Building the framework

- 1 A goal.
- 2 A strategy.
- 3 Tactics.

Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy.
- 3 Tactics.

Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Tactics.

Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Effective tactics that accomplish your goal through the strategy you've developed.

Montgomery Bus Boycotts



Debrief



Type in the chat box or raise your hand

Agenda

Intro and welcome

Recap from Week 1

Turning challenges into issues

Identifying the right decision makers

Debrief and close

In finding the right decision makers, what has worked for you? How do you think through who to focus on in a campaign?



Type in the chat box



Defining an issue ecosystem

An issue ecosystem is “the cumulative environment surrounding a political issue or candidate.”

The goal of issue campaigns is to create the conditions necessary for decision makers to enact the change you wish to see.



Defining an issue ecosystem

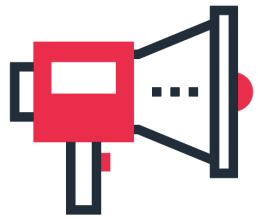
What are the major components of most issue ecosystems?

Let's list out a few!

An issue ecosystem is the environment surrounding a decision maker.



We put issues on decision makers' radar.



Our goal:

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

Questions to ask when choosing decision makers:

- What is our organizing capacity?
- Is there current legislation on this issue?
 - If so, what decision makers must we influence to be successful?
 - If not, what else can we do to make an impact that matters?
- Are there other organizations/groups working on this issue?

Agenda

Intro and welcome

Recap from Week 1

Turning challenges into issues

Identifying the right decision makers

Debrief and close

What are your key takeaways?



Type in the chat and tweet using #OFAFellows

Weekly assignment: Due Wednesday, April 11

<https://www.ofa.us/get-trained/fellows-2018-spring-fellowship/>

- 1 How will you turn the root challenge in your community into an issue on which to organize?
- 2 What is your strategy or theory of change on this issue? (i.e. Strategic triangle or Goals, Strategy, Tactics).
- 3 Describe the issue ecosystem surrounding your challenge.
- 4 What are your next steps?

Thanks for joining the call!

Please fill out the evaluation on today's training using the link below.

bit.ly/Spring2-2018

Email fellows@ofa.us with any questions.