

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 Be able to synthesize the main takeaways of the community engagement fellowship.
- 2 Feel prepared for the next steps of your fellowship.
- 3 To begin to formulate your plan for staying involved in the progressive movement.

Agenda

Review the fellowship learning journey

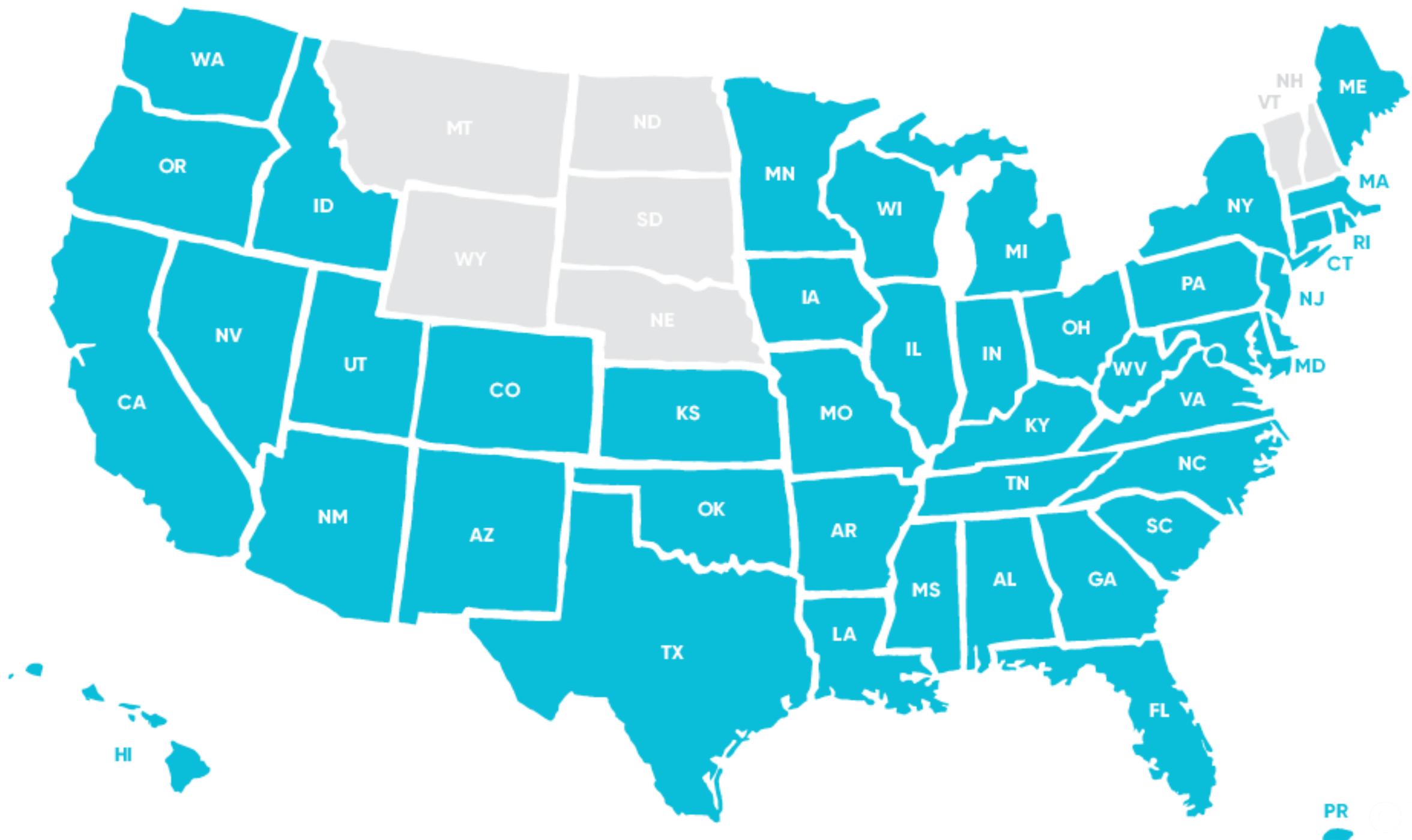
Discuss graduation requirements

Staying involved with OFA
Leadership pathways

Debrief and close

You're joining something big.

- We accepted over 400 applicants from across the country for the spring fellowship.
- Fellows represent 43 states.
- Over 45% of fellows are new to organizing (less than 1 year of experience).
- You're joining thousands of OFA training alumni



WA

OR

ID

NV

CA

UT

CO

NM

AZ

HI

MT

ND

SD

WY

NE

MN

WI

MI

IA

IL

IN

OH

PA

NY

NH

VT

ME

MA

RI

CT

NJ

MD

VA

WV

KS

MO

IL

IN

OH

NC

KY

TN

OK

AR

SC

TX

LA

MS

AL

GA

FL

PR



Our big goals

- 1 To equip individuals with the skills to identify the root problems affecting the health of their community.
- 2 To illustrate pathways towards making a strategic, local impact on these identified root problems.
- 3 To connect the drive to take action with a concept of leadership that empowers individuals to become transformative organizers.
- 4 To foster a deep sense of community within the fellowship cohort and OFA at large.

OFA's core purpose

CORE PURPOSE

**To create a more accessible and
participatory democracy**

5 minute reflection



Craft a movie title and plot description that reflects your personal experience during the fellowship?

What's your movie title?



Type in the chat box

Where we've been

Your learning journey

Week 1: Identifying root problems



Mitchell Colley @MitchellColley 5d
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



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.

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?

Your learning journey

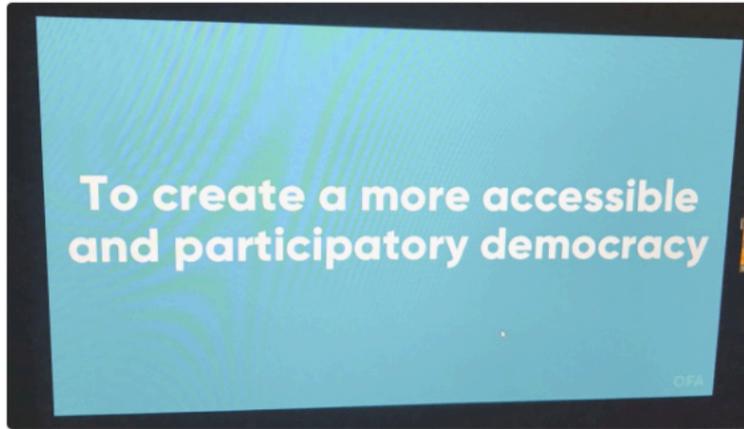
Week 1: Identifying root problems

Week 2: Strategies for local impact

Jill Manrique
@JillManrique

Follow back

I'm not ever going to get tired of seeing this slide. #Democracy #OFAfellows @OFA @OFA_Illinois



nerds RULE ❤️❤️⭐NerdsRuleInc⭐❤️❤️🙌
@NerdsRuleInc1

Follow back

The moment you start talking about creating change and someone says what you're thinking @OFA #OFAfellows #Yesssss #LetsGet



Kelly Ka-POW
@Moore_Kelly_M

Follow back

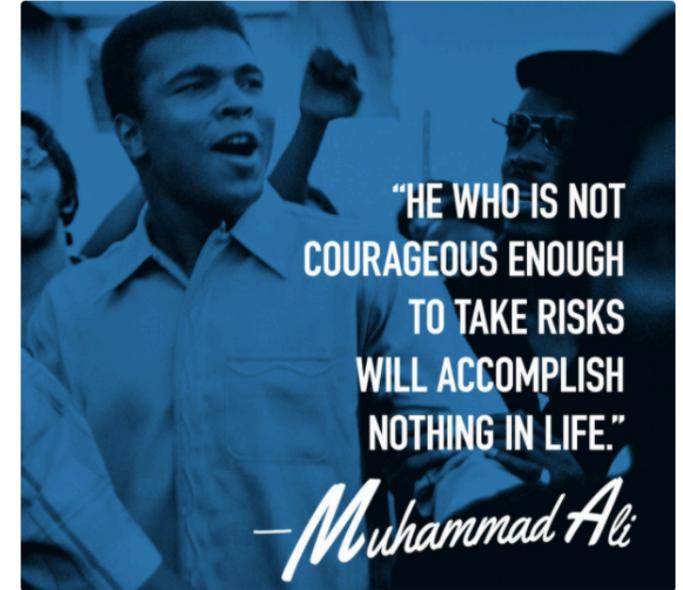
Get loud in a lot of different ways and media! #ofafellows



B-Lock
@bmeonly1

Follow

Week #2 in the strategizing and organizing workshop through #OFAfellows. Loving this journey and the lessons from this organization.

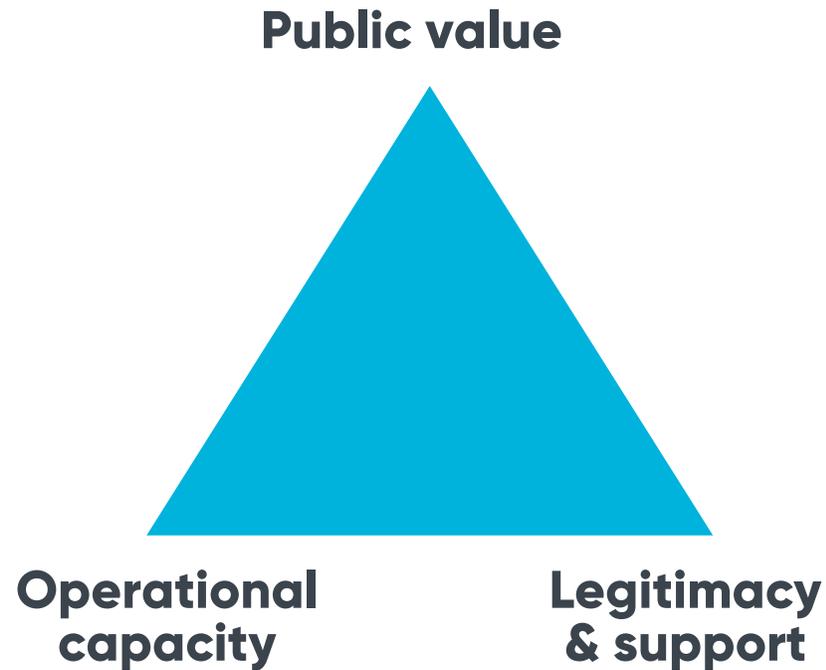


Justin Koziatek
@JustinKoziatek

Follow

@OFA Today's take-a-way: Breaking down an issue campaign into goals, strategy and tactics is so important in order to succeed. Outlining every tactic no matter how small it may feel. And Ali is bad ass! #ofafellows

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.

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.

Your learning journey

Week 1: Identifying root problems

Week 2: Strategies for local impact

Week 3: Leadership in action

**What values are present
in your list of leaders?**

**What potential leadership
blind-spots do you see?**

Leadership is a process by which an individual uses influence with a group for positive change.

Your learning journey

Week 1: Identifying root problems

Week 2: Strategies for local impact

Week 3: Leadership in action

Week 4: Cultivating community

 **Clarissa Laguardia**
@LaguardiaCG [Follow back](#)

The WHY motivating us to do this work is beyond powerful because it creates the opportunity for personal connections. Ready to begin implementing this info [#OFAFellows](#) [#Sacramento](#)

 **Kerry Webb**
@kerrywebb5255 [Follow back](#)

Speak too loud and people filter the message out. Speak too softly and no one hears. Speak with a collective voice of like minded individuals, and you change the world. [#OFAFellows](#) [#TheResistance](#) [#NeverAgain](#)

7:52 AM - 19 Apr 2018

 **Brian Ford**
@brianjohnford [Follow](#)

Key takeaways: know why you do what you do and start with that. People will respond to what genuinely motivates you. [#OFAFellows](#)

10:03 AM - 22 Apr 2018

 **Susan Brooks**
@brooks2315 [Follow back](#)

[#OFAFellows](#) takeaways. How many people do I know who've drastically changed positions on something? Change is slow and difficult but we can talk to each other civilly and connect.

6:51 PM - 18 Apr 2018

 **Mitchell Colley**
@MitchellColley [Follow back](#)

Why communicating the reasons "why" we do what we do, we increase our chances to identify common ground. [#OFAFellows](#)

6:04 PM - 18 Apr 2018 from Los Angeles, CA

 **Jen Rivers**
@jenniferrivers [Follow back](#)

[#OFAFellows](#) I've been organizing for about 2 years, and tonight's lesson is spot on! Takeaways: your critical event(s), values, and practice are vital, as well as your why. Also, finding and using your critical event is very, very healing! 🚚

7:04 PM - 18 Apr 2018

 **Christina Asdel Cisneros**
@casdelcisneros [Follow back](#)

A little webinar sketching. Thanks Alexis! Thanks DeAndre! [#OFAfellows](#) [battlebrunch.com/2018/04/18/ofa ...](#)



Challenges to persuasion

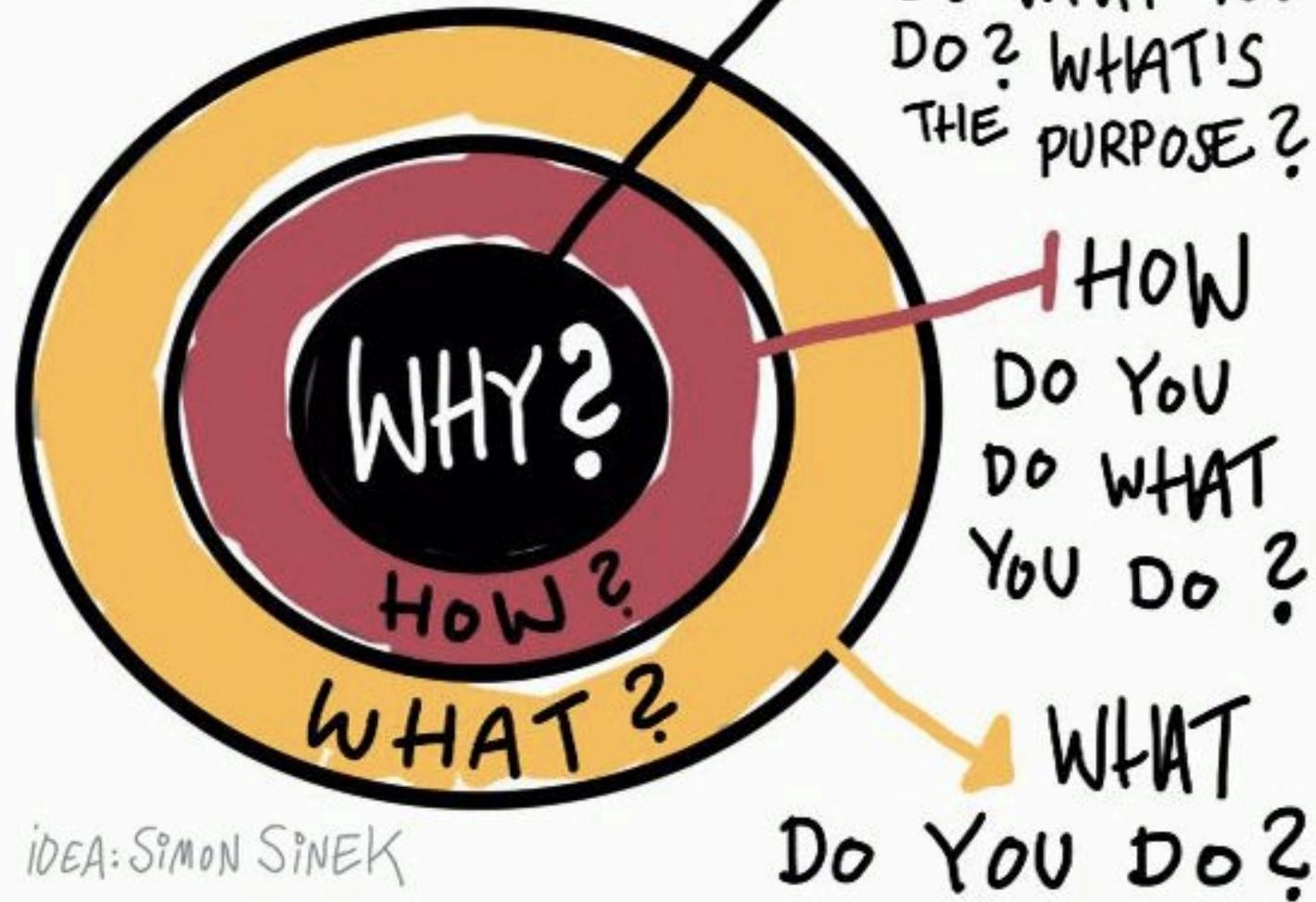
**Personal
Anxiety**

**Interpersonal
differences**

**Fractured
political
context**

**The "ask"
typically
associated**

GOLDEN CIRCLE



IDEA: SIMON SINEK

Putting it all together: The framework of your why

**Critical
incident**

What is a critical incident that leads to what you believe and why?

Values

What values are present underneath your critical incident and why?

Practice

**How will you practice communicating your values in way
that resonates with diverse groups of people?**

Your learning journey

Week 1: Identifying root problems

Week 2: Strategies for local impact

Week 3: Leadership in action

Week 4: Cultivating community

Week 5: Building coalitions and partnerships



Jen Rivers
@jenniferrivers

Follow

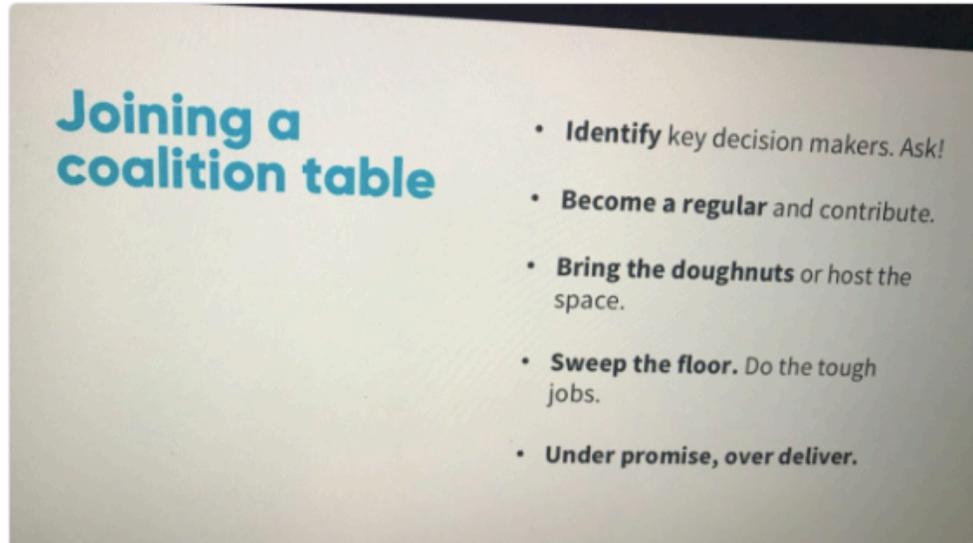
Don't let anyone tell you your vulnerability isn't beautiful
#ShareYourStoryChangeTheWorld
#OFAFellows



Jill Manrique
@JillManrique

Follow

Step one in contributing to a solution is simply asking to help. This is my fav slide ever. It's about the movement, not about your ego. It's also about doughnuts. It's a lot about doughnuts 🍩. #OFAfellows



christineMO
@charker95432613

Follow

Thinking about developing skills of coalition-building. Outreach to non-progressives on the basis of finding common ground. #OFAFellows

5:35 PM - 25 Apr 2018



Anna
@haezeyTran

Follow

So OFA would like me to persuade others, build a coalition, and maintain effective partnerships...so... You want me to become an Avenger?



Kerry Webb
@kerrywebb5255

Follow

Reach out to other individuals or groups and truly connect. Meet face to face, find common ground and go, fight, win! Together! #OFAFellows

Managing partnerships

Reinforce your theory of change

Negotiate

Don't always be right

Never burn a bridge

Under promise, over deliver

Know your role

Develop trust

Your learning journey

Week 1: Identifying root problems

Week 2: Strategies for local impact

Week 3: Leadership in action

Week 4: Cultivating community

Week 5: Building coalitions and partnerships

Week 6: Tying it all together

Agenda

Review the fellowship learning journey

Discuss graduation requirements

Staying involved with OFA
Leadership pathways

Debrief and close

Fellows project plans

Fellows projects plans

- What's the root problem you've identified that is affecting the health of your community?
- What organizing issue will you work on to make a measurable impact on this root problem?
- What leadership values will you bring to your organizing? What role will you or your team fill on this issue?
- What groups and members of the community do you need to engage on this issue? Who does this root problem affect? How will you bring them into your organizing work?

Fellows projects plans

- What coalitions and organizations will you reach out to for creating partnerships in your local community?
- Please provide a short description of the project itself. What are you working on? Is it an event, a series of events, a sustained plan for raising awareness on the issue? Be concise but thorough.
- Given your project description above, what do you need accomplish in the next 6 weeks? 12 weeks? Be specific, list out your goals and strategy for achieving them.
- Overall, what is your measure of success? How will you know if you've accomplished the goals of your project? (hint: get creative here)

Graduation requirements:

- 1 Participate in six fellowship weekly webinars.
- 2 Complete a Fellowship project plan detailing what your next 6 and 12 weeks of organizing looks like.
- 3 Complete the Graduation Off Boarding form by the Thursday, May 17.

Reporting back:

Please email a recap and pictures of your events and organizing work to fellows@ofa.us.

We love seeing Fellows events and updates on social media so be sure to share pictures and highlights from your event!

Questions about the graduation requirements or expectations?



Type in the chat box

Agenda

Review the fellowship learning journey

Discuss graduation requirements

**Staying involved with OFA
Leadership pathways**

Debrief and close

OFA is committed to building a new generation of progressive leaders to meet the challenges of today and prepare for the challenges in decades to come.

Respect
Empower
Include
Organize

Staying involved with OFA:

Tomorrow you will receive an email that contains a link to a Graduation form.

Parts I & II of that form will ask you questions about your mailing address and key takeaways from the fellowship.

Part III of the form will ask you if, and how you would like to stay involved with OFA after the fellowship ends.

Hint: There are a ton of ways to say involved with OFA!

STAYING INVOLVED WITH OFA

Chapter development

STAYING INVOLVED WITH OFA

Chapter development

Digital communications

STAYING INVOLVED WITH OFA

Chapter development
Digital communications
Issue campaigns

STAYING INVOLVED WITH OFA

Chapter development
Digital communications
Issue campaigns
Trainings

STAYING INVOLVED WITH OFA

Chapter development
Digital communications
Issue campaigns
Trainings
Organizing for '18

What questions about how to stay involved with OFA?



Type in the chat box



B L U E

INSTITUTE



**RUN FOR
SOMETHING**

Wellstone

THE COLLECTIVE

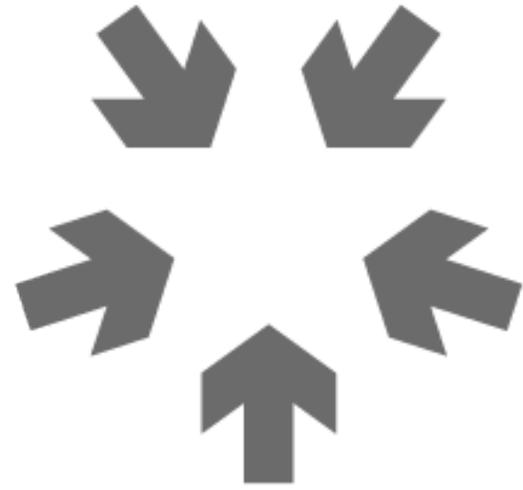
★★★★★ **POLITICAL ACTION COMMITTEE**



NLC



New Leaders Council



THE
ARENA



VICTORY

INSTITUTE

**Questions about our
partnerships?**

Agenda

Review the fellowship learning journey

Discuss graduation requirements

Staying involved with OFA
Leadership pathways

Debrief and close

Assignment:

**Graduation
form due
Thursday,
May 17**

Be sure to complete and submit the graduation form to ensure that you receive a fellowship certificate.

This will also be your opportunity to indicate how you want to stay involved in OFA going forward.

Thanks for joining the call!

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

bit.ly/Spring6-2018

Email fellows@ofa.us with any questions.