

WORKSHOP SESSION

# Local Issue Advocacy

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Begin the training at 8:30 p.m. ET / 5:30 p.m. PT

**“The great social justice changes  
in our country have happened  
when people came together,  
organized, and took direct action.  
It is this right that sustains and  
nurtures our democracy today.”**

**DOLORES HUERTA**

## 2 minutes

### Opening

Last week, we worked on our campaign plan.

Have any questions come up for you that you would like to ask Jack for our Q&A?



# Guided worksheet

# Our learning journey

**Week 1:** Introductions; advocacy overview

**Week 2:** Workshop

**Week 3:** Foundations of coalition building

**Week 4:** Workshop

**Week 5:** Identifying legislation

# Our learning journey

- Week 6:** Workshop
- Week 7:** Writing your campaign plan
- Week 8:** **Workshop**
- Week 9:** Running into barriers
- Week 10:** Closing synthesis and next steps

# Goal for this session

- 1 Assess where you are in your campaign planning process
- 2 Identify weak areas of your plan
- 3 Get feedback on the next steps of your plan
- 4 Feel a sense of community with the group.

# Tonight's agenda

Opening

**Review campaign plan content**

Q & A with Jack

Workshop modeling

Workshop groups

Closing



**"Plans are nothing..  
Planning is everything."**

— Dwight Eisenhower

# 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.

**Good goals** are  
measurable, realistic, and  
solve a challenge.

**A strategy** is the roadmap to success and answers the question: How we will achieve our goal?

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

## Issue Campaign Plan Template

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### Vision

*Write this part of your plan last. This should summarize the issue campaign objective, strategy, tactics, and timeline. It should also list out all qualitative and quantitative goals in a bulleted list.*

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### Campaign Goal

*What is the desired outcome of your campaign? Be specific.*

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### Strategy

*State your campaign's theory of change.*

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### Targeted Decision Makers (part of strategy)

*Who are you targeting? Why are you targeting them? Include a summary of your targets here. Depending on your campaign, you may have fewer than or more than five targets – that is okay as long as it makes sense in achieving your campaign's objective.*

	Name	Role	Why a target?
Target 1			

# Reflection

- 1 What part of writing your campaign plan has been difficult?
- 2 Where is your campaign plan strong?
- 3 What questions do you have?

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**Q & A with Jack**

Workshop modeling

Workshop groups

Closing

# Q&A with Jack Shapiro

# Tonight's agenda

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Closing



# **A tapestry of connections**

# Group norms

## **Norm 1:**

**Develop an ethic of sharing.**

## Norm 2:

**It's okay to question. Asking for why; asking for evidence; receive feedback in kind.**

## **Norm 3:**

**No one is above critique,  
no one is below dignity.**

## **Norm 4:**

**Respect, Empower, Include.**

## **Norm 5:**

**Step up; step back.**

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**Workshop groups**

Closing

# 20 minutes

## Group Protocol

- Groups of three
- Decide who is person A, B, C
- Person A: Share your goal, strategy, and tactics for your campaign plan, and area that has been difficult
- Person B & C: 1 affirmation, 1 question

# Group share

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**Closing**

# Debrief

**What did I learn today?**

**What am I leaving committing to  
now go, do, understand?**

# Logistics



Survey



Homework- Options



A recording of this call will be available later this week; recap sent out Thursday



Email and tweet!

# Homework

**Next session**

# Thank you for joining today's webinar.

Please fill out the survey below and give us  
your feedback on today's training.

<http://bit.ly/campaignLIA>