

Foundations for Winning Campaigns

Day 3

Community Agreements pg 2-3

- Using Self-Awareness and Self-Knowledge
- Listening for Understanding
- Being Gracious
- Staying Engaged
- Being Open and Suspend Judgment
- Saying "I"- tell your truth
- Seeking Discomfort
- Reaching Empathy
- Expecting Non-Resolution and Non-Closure

* Adapted from "Embracing equity and inclusion", Annie E. Casey Foundation

TODAY'S OUTCOMES



Explore and apply the skills for developing strong issue campaign leadership teams.

Explore and apply the skills for developing strong issue organizing campaign plans.



Renita

Campaign Clinic



Some starting points

- › Does the campaign have all 5 parts?
- › Is there a clearly understood value driven narrative?
- › To what extent is the campaign led by a leadership team?
- › What intentional ways have you recruited and involved people who are marginalized?
- › What percent of the workers are engaged?
- › What is working?
- › What is not working?
- › Where are you stuck in your campaign?

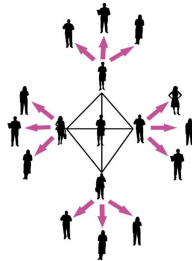


Katie

Stand up and organize yourself in a line (1-5).

1. Clear timelines and escalation plans
2. Some elements of a plan.
3. Only outcomes
4. Grant applications that focus on outcomes.
5. What campaign plans?

Organizing plans start with a leadership TEAM.



Questions to ask:

- › Do you have a 1:10 team, or a team/plan to get there?
- › Who are our people?

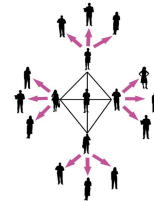
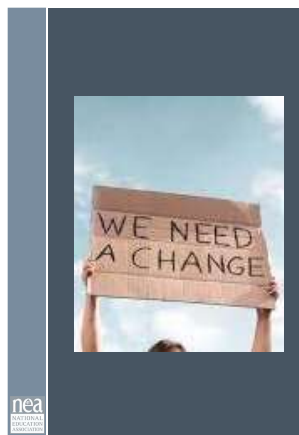


Chart your leadership team (pg. 103):

- › Use the snow flake model as your outline- who is your leadership team?
- › For state staff, draw out your state wide leadership team and their reach and constituency.
- › Add their names, worksites, what role they play and who they represent and the number of people they are responsible for.



Zac

Turn and talk:

Which part of campaign mountain (pg. 5) is your biggest challenge? (Hardest to get buy in, hardest to achieve, most anticipated push back, etc.)

Your campaign mountain (pg. 5 / 12):

1. Foundation
2. Target(s)
3. Demands
4. Escalating Tactics
5. Theory of change

Key questions to ask yourself:

- › What is the change they need? How did you discover this issue? (**Issues** and **Values**)
- › What is your theory of change? (**Demand, Target, Resources**) - page 44-45
- › What are the tactics you will use to achieve your strategic goal? (**Tactics**)
- › What is your plan? When are the peaks and how are you deploying your tactics over time to build your power? (**Escalations**)



Keightley



Using page 5 as your model: Draw out your campaign.

- › Leadership team should be finished first.
- › Start from the Peak, which is where your win should occur.
- › Then add in tactics (note the amount of people and risk that each action should take using the material from page 16 of the handbook).
- › For Each Tactic- draw a chart that shows the number of people and courage it takes from the members to achieve this graphic.
- › What is your kick off?
- › Timeline?

Your campaign mountain (pg. 5 / 12):

1. Foundation
2. Target(s)
3. Demands
4. Escalating Tactics
5. Theory of change
6. Separate chart for escalating power dial

Key questions to ask yourself:

- › What is the change they need? How did you discover this issue? (**Issues** and **Values**)
- › What is your theory of change? (**Demand, Target, Resources**) - page 44-45
- › What are the tactics you will use to achieve your strategic goal? (**Tactics**)
- › What is your plan? When are the peaks and how are you deploying your tactics over time to build your power? (**Escalations**)

Jeny

Gallery Walk:

- › Use post-its to leave feedback
- › Focused questions OR affirmations (not suggestions)



Feedback Responses

- › What feedback is particularly useful or thought-provoking?



Ellen



Ending it Right

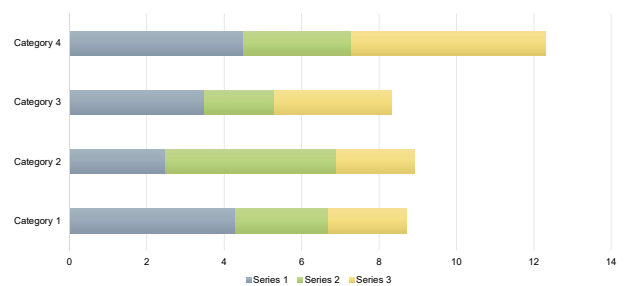
- Lunch
- Travel
- Feedback via email

Feedback on Feedback

Title and Content Layout with List

- › Add your first bullet point here
- › Add your second bullet point here
- › Add your third bullet point here

Title and Content Layout with Chart

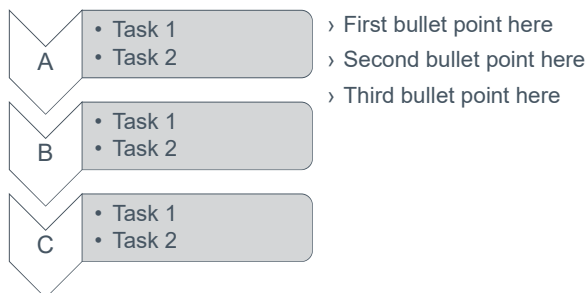


Two Content Layout with Table

Class	Group A	Group B
Class 1	82	95
Class 2	76	88
Class 3	84	90

- › First bullet point here
- › Second bullet point here
- › Third bullet point here

Two Content Layout with SmartArt



Add a Slide Title - 1

Add a Slide Title - 2

Add a Slide Title - 3

nea

NATIONAL
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ADD A SLIDE
TITLE - 4

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ASSOCIATION



ADD A SLIDE
TITLE - 5

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