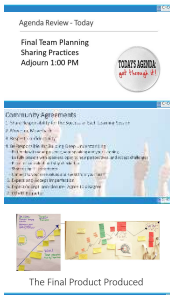


Facilitator Agenda Day 3 – Organizing Through Advocacy

General Materials Needed:			Room Set-up:	
1 Set of Handouts per Person Name Tents with the Norms Sign-in Sheet Agendas on the table (1 per) Room signs, sign in signs One ream of white photocopy paper Chart Paper (4 to 5 full w Sticky Strip)		Materials Box for each table with: Markers (Mr. Sketch variety) Post its – 3x3” and 4X5” sizes Index Cards Highlighters – 4 colors Pens and Pencils Participant “toys”		Round Tables Projector, Screen and Speakers Carousel stations and reporting stations around the perimeter 50 people
Key Outcomes for the Event:				
Time	Essential Questions	Resources	Instructions, Activity and Debrief (Facilitators)	Outcomes
	What question(s) should this learning section answer?	Charts, handouts, articles, materials, slide	What are you saying, what are they doing, what questions will you use to guide learning and make clear the important points Include an estimate for how long each section of the learning will take	As a result of this section of learning, what will participants know or be able to do?
7:00-8:30	Breakfast, Facilitator Prep			
Entry Activity	Make sure you know your escape plan – check out, flight and taxis			
8:30 – 9:00 Ellen Feedback on Feedback 	What is the status of our learning?		30 Mins Total - Welcome back 5 Mins Feedback on Feedback, Agenda Review, Norms Review 15 Mins Community building exercise – Getting Graphic Each table has only one sheet of chart paper Only pictures - no words, letters or numbers They will use the pictures to tell the story of what they have learned so far. Must be a joint effort, all table members should contribute 10 Mins – Share out	
9:00 – 9:30 Seleste			30 Mins – Targets and Demands	

9:30-10:00
Charles and
Steven



30 min-

5 mins to introduce- (Charles)

Open the link to the CBMA website to research items. Provide a brief walk through of each category.

15 min worktime: (Steven) (Registrations from prior day...Using the CBMA database website, Participants to research resources that might be relevant to their group's scenario)

10 min debrief (Steven)

Which resources may help support your scenario? How will those resources support your scenario?

10:00-10:50
Vanessa

Tactics: How to Apply
Pressure



50 Minutes total – How to Apply Pressure

10 minutes for slides Demand and Tactics through Campaign Mountain Demand and Tactics

Demand- the BIG Win

Tactics- Are Actions you to take as a part of an escalation plan that increases pressure on your target to try to win your demand.

Demand and Tactical Win

Walk through how each tactic leads to a tactical win. Tactical wins lead to achieving the demand.

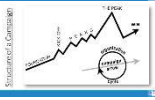
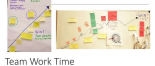
A good tactic:

1. Strategic- right time and place
2. Strengthens – creates solidarity
3. Develops individuals...moves them from mobilizing to organizing

Why should tactics escalate?

Each escalation is more public, more visible, and has more risk. WE transform members to activists, activists to leaders by asking them to take bigger risks

 Return to Your Scenarios Think about the tactics you could use at each level of the campaign. Tactics should escalate as you advance through the grievance process.			3 Mins- Campaign Mountain Let's put it all together... • Foundation – gather info, id issues, id leadership team • Kick-off –public event that indicates what the issue, demand, and targets are • Escalating peaks of activity that should escalate in ○ Risk ○ Capacity (people, resources, engagement) ○ Increase leadership and ownership • Campaign Compression Points • THE PEAK – The most public, risky, momentum, engagement, and resources • The Win- We achieve our demand • Debrief, regroup, and continue to climb 3 Minutes on Key Points Strategy without tactics is simply a collection of good ideas and big dreams. Tactics without strategy are a random collection of activities and wasted resources. The bigger the win you want, the more resource you need. Good tactics actually result in more resources – relationships, skills, hope and trust. 45 Minutes of Group work time - Return to your Scenarios – what are the various tactics that you can use to apply pressure at the various stages of the process. Are there different demands at different levels? How many people are engaged? How will you know if the tactic was successful?	
10:50 – 11:50 Bekah			60 Mins -Team Planning Worktime Walk them through expectations for their presentation with inclusion of their issue, their demand (and how they'll know they achieved it), their	Participants will apply their learning in the

  			targets, tactics as they escalate and how many people involved at each step in the plan. They should also include how their org plan ties to the steps in the grievance plan. Participants should take their 15-minute break during this time, when it works for them.	development of a campaign.
11:50 –12:45 Toney & All  			50 Mins -Presentations, Coaching and final Seminar 1. Each group presents their campaign and explains how it is paired with the grievance. 2. Other groups provide coaching, using the coaching resource	Participants will apply the consultancy protocol in the group presentation context.
12:45 -1:00 Ellen 			Ending it Well Warm and Cool Feedback for the Team Leave a Word in the Room	
1:00	Adjourn with Boxed Lunches			