

Introductory Guide

Thank you for facilitating a Campaign Organizing Bootcamp. These trainings will help develop a foundation of organizing skills for our new and seasoned volunteers alike, as well as for our partner organizations. The sessions are designed to engage individuals across all spectrums of organizing—whether they are looking for ways to get started or looking for a refresher. Most importantly, the people who learn these organizing skills and strategies during your Bootcamp training will be the ones standing with you as you work to make a difference in your community.

Training is an important entry point for getting volunteers engaged in the 2018 midterm election because they gain the knowledge, skills, and confidence to do work that directly impacts outcomes in November and beyond. To that end, we are providing the curriculum needed to get people trained and ready to participate in the issue or candidate campaigns they choose to work with.

With this self-guided curriculum recorded via video, you will be able to host and lead trainings—all with the end goal of participants knowing the vocabulary of campaigns and having the skills and confidence to take action between now and November.

On the website, you will find the following resources:

- Campaign Organizing Bootcamp welcome video
- 5 training modules with recorded audio of an OFA trainer facilitating each one
- PDF of the training slides for each training module
- PDF worksheets for each training module
- Sign-in sheets
- Training evaluation

This Campaign Organizing Bootcamp training guide will walk you through the curriculum and support materials available to build and facilitate a successful training.

Overview and goals

The OFA Campaign Organizing Bootcamp is an entry-level training designed to build your chapter, develop new leaders, and train local supporters to become change-makers in their community.

The goals of the OFA Campaign Organizing Bootcamp are:

1. To recruit and introduce volunteers to OFA and our culture of organizing
2. To teach new volunteers organizing skills
3. To give volunteers a framework for taking strategic and meaningful action as they volunteer on issue or candidate campaigns

Choose your own adventure: Facilitating the Bootcamp

OFA's Campaign Organizing Bootcamp is a "Choose Your Own Adventure" training. Because you know your audience and your needs, you will choose the modules you need—this is not a one-size-fits-all training. The new and updated Bootcamp training materials include the following modules:

Sharing Your Personal Story (60 mins)

This module helps participants get grounded in why they come to this work and how to effectively communicate that to others in order to build empathy and trust.

Persuasion Conversations (60 mins)

This training discusses why persuasion conversations with voters is so necessary, and reviews the persuasion framework that one can use while on the doors or on the phones.

Get Out The Vote (GOTV) Conversations (45 mins)

This training discusses best practices with turnout conversations—in the final days leading up to the election or campaign deadline—with helpful scenarios that participants will likely encounter at the doors or on the phones.

Preparing Staging Locations (60 min)

This module covers 12 best practices for how to prepare and run an effective get out the vote staging location in your community.

Digital Organizing and how to effectively share the story of your work online (30 min)

This module offers tips and best practices for how to amplify your voice and message to a wider audience online.

You will be provided a video recording and guided worksheets for each session so participants can follow along.

Things to remember when planning your Bootcamp training:

- Keep it short and sweet—your training should not be more than four hours.
- You don't need to do all five modules at once. Feel free to spread out these trainings over multiple sessions or meetings. For example, some OFA groups have found it successful to play one session a week, while others like to hold one 4-hour session.

Sample Campaign Organizing Bootcamp Agenda with 3 training modules (total time 2.5 hours*):

*Don't forget to schedule time with your helpers to set up and clean up

10:00 a.m.: Welcome and introductions
10:15 a.m.: Personal story
11:15 a.m.: Break
11:25 a.m.: Persuasion conversations
12:25 p.m.: Next steps & closing (including the evaluation survey)
12:30 p.m.: Training is completed

Unpacking your training modules

As you prepare your Bootcamp, you will find all the materials you need for a training session on our website. A training session is a stand-alone lesson designed to teach a new concept or skill. All OFA training sessions have three main components:

1. Recording of the session facilitated by an OFA staff member
2. Corresponding PowerPoint slide deck
3. Corresponding worksheet or handout (if applicable)

Let's dig in to the materials that make up each session and how to use them:

- **A video recording** of each session that includes:
 - An OFA trainer providing all of the information and content for the training session
 - The goals of each session
 - Places for you, as the facilitator, to press 'pause' on the recording and facilitate an activity, discussion or role play exercises. *You should review the activities on each module that you facilitate to ensure you are ready to lead your group.*
- **PDF of the PowerPoint slide deck**
All OFA sessions are driven by participants learning through experience—the slide deck alone is not training! Expect to spend most of your training time doing an activity rather than talking at your attendees.
- **Worksheet or handouts**
Not every session requires a worksheet or handout, but for those that do, print a copy for each person in attendance. If you do not have access to a printer, you can replicate the worksheet on individual pieces of paper.

Before, during, and after your training

Before your training

- **Practice, practice, practice:** This cannot be emphasized enough. While the content will be provided via a recording, your participants will learn through actively engaging with the content. That means you will need to practice facilitating each of the activities provided for a session. Every trainer should practice in front of other

people at least 3 times, in addition to practicing at home. Key things to practice are facilitating activity instructions, as well as coaching learners during each activity, and keeping to your scheduled time for each session.

- You should also think about who is running the PowerPoint so you are comfortable stopping and starting for the necessary activities or discussions.
- **Handy cheat sheet:** Below are the places before each session that you should look at and prepare as a facilitator.

Training

Necessary preparation for the facilitator

1: Sharing your personal story

- ‘This American Life’ audio clip
 - Simon Sinek video clip
 - Group discussion
 - Prepare your personal story
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2: Persuasion conversations

- Persuasion canvassing video
 - Group discussion
 - Role play—stick figure activity
 - Read through scenarios 1 & 2
 - Prepare to give feedback to participants on their role play performance
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3: GOTV conversations

- Group discussion
 - 2 videos—non example of GOTV conversation; positive example of a GOTV conversation
 - Read through scenarios 1 & 2
 - Prepare to give feedback to participants on their role play performance
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4: Preparing staging locations

- Group discussion
 - 3 scenarios—‘what would you do?’
 - Prepare to give feedback on scenarios
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5: Digital organizing

- Group discussion
- Watch ‘Kendall’s story’ video
- Activity—action planning meeting
- Draft tweets

- **Confirm participants and logistics:** Your team should do two rounds of confirmation calls as well as two emails with all the logistical information leading up to the training event. You should also check in with your training team often to make sure everyone is on track with their assigned responsibilities. Feel free to email us at organizing@ofa.us

The day of your training

- **Be prepared before your first guest arrives:**
 - Set up your space early and test out AV equipment
 - If you have them, set out refreshments and snacks for your guests to help make them more comfortable and break the ice
 - Have your materials printed and ask people to sign in so you can have a record of all the guests who attend—it will help you follow up with folks after your event

During your training

- **Set Norms.** For example, have a “parking lot” for questions not covered in the sessions you are presenting
 - This can be a wall to put stickies on or white erase board for people to write down their questions. Don’t forget to take photos and/or collect all the questions so you can follow up with them
- **Use a timer.** It is easy to get off schedule with all of the questions and great conversations that come up during your training, but it is important to stay on time. Staying on time signals to your volunteers that you respect the time they are giving to you, and will make them more likely to take part in more activities down the road. Designate a timekeeper to keep things on track
 - Use the parking lot so you stay on topic!
- **Encourage discussion with attendees.** Your role as a facilitator is to make sure learners are actively engaging with the material. Make time for activities, questions, and discussions
- **Pics or it didn’t happen.** Take pictures and post them to social media using the hashtags #Organizingfor18 and #OFAAction. Encourage your attendees to do the same.
- **Have attendees fill out the Campaign Organizing Bootcamp evaluation.** This feedback is critical for us to make sure we are providing useful and effective trainings.

After your training

- **Don’t forget your organizing fundamentals and follow up:**
 - Thank your attendees
 - Outline any next steps that came out of the meeting (actions, next training, etc)
 - Schedule 1:1’s with people new to OFA or organizing
 - Create and log your attendees information into a list so that you have a record of participants—these may be the people who start a new chapter with you
 - Report back to us using this form:
 - Please share successes you had and the best practices you used to recruit folks for your training