



#YALILEARNS ORGANIZING GRASSROOTS ADVOCACY CAMPAIGNS

Event Facilitation Guide

Sample Agendas

The following sample agendas can help you think through what material you might want to include in your own event agenda, depending on the amount of time you have available. Please note that the activity names refer to sample activities outlined in the next section. Sample icebreakers are also included in the next section. Content notes, such as sample discussion questions, are also included in this document.

Sample agenda for a 2 hour event	Sample agenda for a 1 hour event
Introduction and Icebreaker (10 minutes)	Introductions (5 minutes)
Show and briefly discuss all 6 lessons (60 minutes, including break)	Show and briefly discuss 2 lessons (20 minutes): Lesson 1: Grassroots Organizing for Civic Engagement Lesson 2: Creating a Successful Grassroots Campaign
Group discussion (15 minutes)	Group discussion (10 minutes)
Activity: Grassroots Campaign (30 minutes)	Activity: Act it Out or Building Your Team (20 minutes)
Wrap-up (5 minutes)	Wrap-up (5 minutes)

Sample Icebreakers and Activities

Feel free to pick and choose from the below activities and icebreakers for your event, or develop your own!

Icebreakers

1. Partners (10 minutes, depending on group size)

Have participants pair up and take 2 minutes to get to know one another. Then, have each person take 20 seconds to introduce his or her partner to the larger group.

2. Common ground (5 minutes)

Have participants form a circle. Join the circle and state your name and one fact about yourself, such as where you are from, what you like to do in your free time, your occupation, etc. Ask all participants who share the same fact or interest to either stand up or raise their hand. Have the person to your left introduce him/herself and share a fact. Continue to go around the circle until everyone has provided a fact about him/herself or until five minutes have passed, whichever comes first.

3. Preferences (5 minutes)

Create an imaginary line through the room or use masking tape to draw a line on the floor. Each side will represent one choice. Ask a number of questions and have participants identify their preferences by standing on one side of the line. If they are unsure, they can stand in the middle. If the answer is neither, they can stand in a different part of the room. Example questions may be:

- Walk or drive?
- Sweet or savory?
- Hot or cold?
- School or work?
- Introvert or extrovert?
- Music or TV?

Activities

1. Create a grassroots campaign (30 minutes)

Break the participants into small groups (ideally 3-4 people per group). Each group should take five minutes to decide on a grassroots campaign that could inspire change in their community, then spend 20 minutes building out a plan:

- **What** issue or problem would your campaign be built around?
- **Why** will volunteers want to join your campaign?
- **Who** would you want involved as your key stakeholders?
- **Where** would you focus your efforts (specific goals and activities)?
- **How** would you build the skillset and knowledge of your team?
- **When** can you get started (what are your next steps)?

Have each group present back to the larger group with their plan. Encourage all members of the group to participate in the presentation while trying to limit each group to 2-3 minutes.

2. Act it out (20 minutes)

Split the class into groups of 3-5 people and give them a scenario to act out. It can be a YALI Network member trying to recruit volunteers to join his campaign or a YALI Network member seeking support from a key stakeholder. Have each group spend 10 minutes creating and practicing their skit. The skit should be no longer than two minutes. Select 1-2 groups to act out their skits in front of the class

3. Building Your Team (15 minutes)

Split participants into groups of 3-4 people. Have each group come up with an interview checklist that includes key questions to ask when interviewing potential team members. They should write their list on a large sheet of paper. Have all groups hang up their lists so everyone can compare. Do the groups have similar questions or are there differences? Discuss.

Event Content Notes

Below you will find notes and talking points aligned with the various content that you might include in your event. **You don't need to use all of this material!** You should customize the PowerPoint, discussion topics, and activities based on the topics you want to focus on during your event. Make this event your own!

Content	Notes
Introduction and Icebreaker	<p>At the start of the event:</p> <ul style="list-style-type: none"> • Thank participants for joining. • Introduce yourself. Provide a basic overview of the YALI Network and direct participants to the web address (yali.state.gov) for more information. • Briefly share why you are interested in this topic and chose to teach this course. • You may want to do a short icebreaker activity in which participants get to briefly meet one another, but be sure to keep this short as it can take up a lot of time to do introductions if there is a large group. See the previous section for sample icebreaker ideas.
Course Objectives	<p>Explain the objectives of the course and the logistics of how the session will run:</p> <ul style="list-style-type: none"> • Note the lesson topic(s) that you will cover. • Mention any group discussions or activities you are planning to conduct. • Let participants know where they can find things like restrooms, emergency exits and water fountains. Let them know if there will be any scheduled breaks. <p>Sample objectives include:</p> <ul style="list-style-type: none"> • Learn the best practices for organizing and leading a successful grassroots campaign. • Understand ways to successfully recruit volunteers to join your campaign. • Discover how to design and deliver a training program for your team and community. • Develop skills to manage your campaign and become an influential force that drives positive change. <p>For each lesson that you include, you will either play the course lesson video/audio (via streaming or download) or pass out the transcripts for people to read on their own. After each video, you can use some of the following sample questions (or others that you develop) to lead a short discussion.</p>
Lesson 1: Grassroots Organizing for Civic Engagement	<p>Sample discussion question:</p> <ul style="list-style-type: none"> • Think about the reasons people organize grassroots campaigns. What are the kinds of issues that inspire a collection of people to organize around a single idea or purpose? What issues are facing your community that could be helped by a grassroots campaign?

Content	Notes
<p>Lesson 2: Creating a Successful Grassroots Campaign</p>	<p>Sample discussion questions:</p> <ul style="list-style-type: none"> • Have you started a grassroots campaign? If so, how did you get started? How did you decide which issue(s) to focus on? • What steps do you need to take before launching a grassroots campaign? What issues might you run into and how would you overcome them?
<p>Lesson 3: Designing and Delivering Training</p>	<p>Sample discussion question:</p> <ul style="list-style-type: none"> • Identify a training need in your community. What kind of training would you deliver? What steps would you take to design and develop a training program?
<p>Lesson 4: Attracting and Motivating Volunteers</p>	<p>Sample discussion questions:</p> <ul style="list-style-type: none"> • Have you recruited volunteers in the past? What tools did you use? After taking this course, would you do anything differently? • What forms of communication work best in your community: social media, printed promotions (i.e., flyers, posters, etc.), emails, one-on-one conversations, etc.?
<p>Lesson 5: Leading People and Change</p>	<p>Sample discussion question:</p> <ul style="list-style-type: none"> • Can you identify the team leader, manager, or mentor who has been the most helpful to you and what made them so?
<p>Lesson 6: Creating and Managing A Team</p>	<p>Sample discussion questions:</p> <ul style="list-style-type: none"> • Have you ever managed a team? After listening to this lesson, is there anything you would have done differently? • Based on your personal experiences, what kind of work or team environment have you found to be the most rewarding and beneficial? What kind causes you the most problems? Why?

Content	Notes
<p>Summary</p>	<p>After you have covered the course material, recap the key points. Ask participants for their thoughts or comments.</p> <p>Sample key points:</p> <ul style="list-style-type: none"> • Getting community members involved in a grassroots campaign is a great way to affect positive change. • A clearly defined problem and a clear vision for improving it are essential to a successful campaign. • Effective recruitment, training, and management will enhance the impact your volunteers can have. • Grassroots campaigns can have a powerful impact on elections and civic participation, among other areas.
<p>Discussion questions</p>	<p>The earlier sample discussion questions were focused on key takeaways and issues related to each individual lesson. You also should spend time discussing the bigger picture: grassroots campaigns use teams to drive change, which increases the impact you can have on your community. The following sample questions can be used to discuss that bigger picture.</p> <ul style="list-style-type: none"> • Think of a cause you would like to advocate for in your community. How would a grassroots campaign help you advocate for this cause? How would you get started creating a grassroots campaign? • What are some ways to recruit people to join your grassroots campaign? What traits would you look for in volunteers and team members? What kind of training would you need to conduct so your team has the right skills to successfully carry out the campaign and make a difference? • What election-related concerns would benefit from a grassroots campaign? What stakeholders would you need to reach out to? What kinds of related activities could be developed that adhere to the SMART principles—strategic, measurable, attainable, realistic, and timely?
<p>Next steps</p>	<p>Keep the momentum going by encouraging participants to start taking action in their community! The following are ideas for next steps they can take after the event.</p> <ul style="list-style-type: none"> • Identify a cause or issue in your community that could benefit from a grassroots campaign. Determine specific campaign goals and what activities you and your community can undertake to fulfill these goals. Create a strategy for how you will build a coalition around your campaign. Seek out stakeholders for input and revise your strategy accordingly. • Meet with members of an existing grassroots campaign, including leaders, volunteers, and stakeholders, to learn the reasons they joined the campaign. Create a recruitment plan and resources you can use to attract volunteers to your campaign. • Identify what skills and knowledge volunteers will need to participate in the campaign. Develop a training program that prepares volunteers to spread the campaign message to the community. • Make a plan for engaging with your community about the importance of safe, fair elections and civic responsibility. Who will you partner with? How will you reach out to volunteers? How will you inspire your community?



Content	Notes
Wrap-up	<p>Include time at the end of the presentation for a wrap-up.</p> <ul style="list-style-type: none">• Encourage participants to go online, take the full <i>Organizing Grassroots Advocacy Campaigns</i> course, and pass the associated quiz so they can get their YALI Network Online Course certificate. If you hold your training in a setting such as a university or library, you may be able to have participants take the online quiz while they are at the event.• Encourage participants to join the YALI Network if they are not already members.• Ask if participants have any feedback on the session, which you can incorporate into your next #YALILearns event.• Be sure to thank participants for coming, and pass around the handouts that they can take home with key takeaways from the session and information about joining the YALI Network.