

Organizing Beyond the Campus

Name:

Principles

1. Developing relationships early will help you avoid problems or easily resolve issues that do arise. Enter the community like a pebble, not a boulder in a lake.
2. Do your research. Figure out who are the key players you need to meet.
3. When introducing yourself and your campaign, be respectful, listen, and ask questions/advice to gather useful information.

Steps

1. Research!
 - a. Who are the key players?
 - b. Who is doing similar work in the community?
 - c. How do people and organizations relate to your campaign targets?
2. Develop a target list for people to meet
 - a. Start with who you have closest ties to and work out
3. Meeting with groups and people
 - a. Have a strong pitch for why you want to meet with them
 - b. Briefly introduce yourself, give campaign context, and share concrete ways you would like them to support your work
 - c. Invite feedback
4. Develop an ongoing relationship

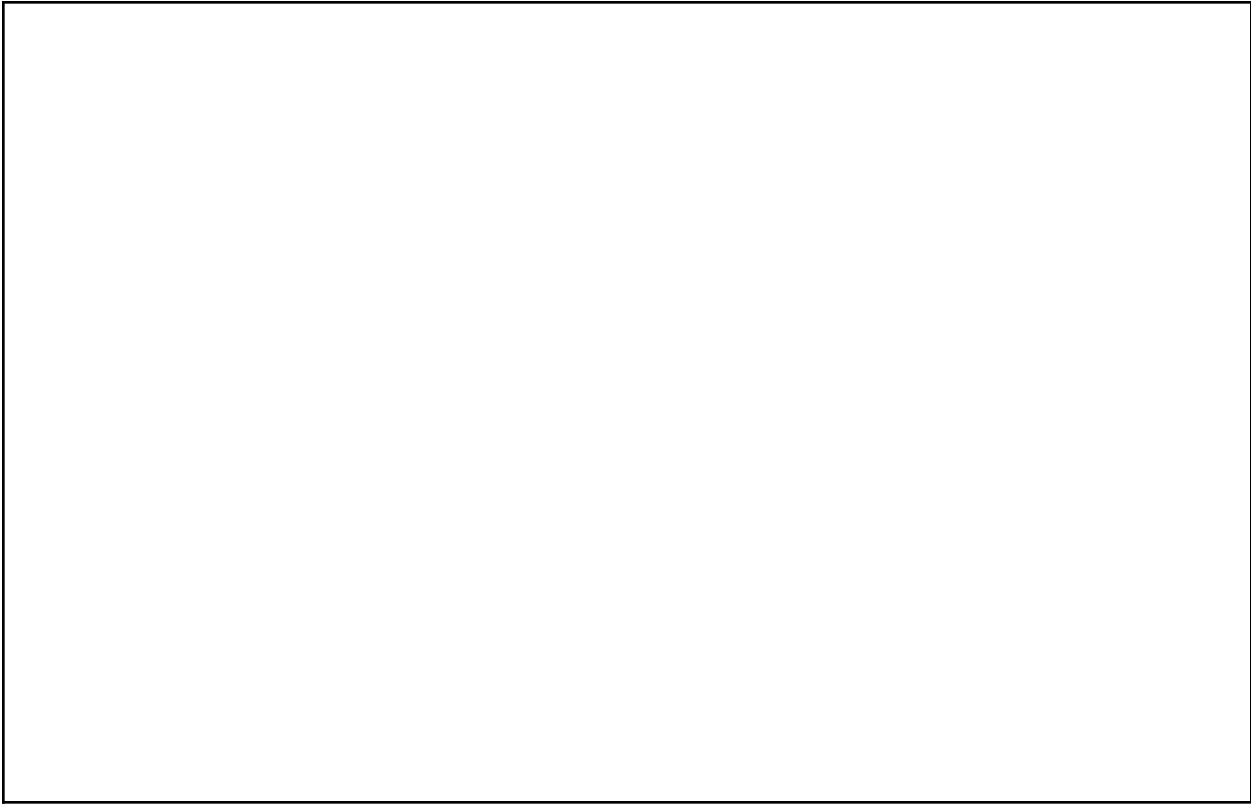
Outreach Menu of Options

Coalition sign-on	Co-host an event	Help recruit for campaign	Become partners in developing campaign plan
Cosponsor an event	Offer referrals and connections to meet with more groups going forward	Attend each others' meetings	Commitment of resources to run campaign

Initial Outreach Message

My name is _____, and I'm a _____. I'm currently working on [DESCRIBE ISSUE] and I wanted to reach out to set up a time to speak and learn more about your work. I noticed the work that you have done on [SPECIFIC ISSUE] and would love to learn more about [ORGANIZATION] and [tell you more/get your feedback/potentially discuss how we can work together] on this campaign. Do you have time to meet up or talk on the phone this week?

Map out the organizations you would want to meet with. How do they relate to key decision makers? What connections do you already have?

A large, empty rectangular box with a thin black border, intended for mapping out organizations and their connections to key decision makers.

Brainstorm questions to ask organizations and individuals you meet with.

A large, empty rectangular box with a thin black border, intended for brainstorming questions to ask organizations and individuals.

ETC Meeting Agenda

1. Intro (ice breaker)
 - a. Name, why you want to meet with them, organizational overview
2. Connect
 - a. Share personal story, ask theirs, be curious about the individual
3. Tell campaign story
 - a. Quick overview of the issue, problem, solution, and strategy you're working on
4. Information gathering
 - a. What does this group do, who does it with them, what does this individual do, who else do they know
 - b. Big picture perspective (city politics, hottest environmental issues, where are the resources, how to get media coverage, etc.)
 - c. Ask for their advice, insight!
 - d. What are their priorities? This will influence the asks you make or ideas for collaboration.
5. Asks/Commitment - Be ready to make a specific ask and get a commitment for a desired action, but you should remember that you're always building a relationship.
 - a. Have multiple options/asks prepared and adjust "up" or "down" based on the meeting and response - some examples:
 - i. resources (\$, computers, fax, office space)
 - ii. presentation to group on campaign
 - iii. referral of others to meet with
 - iv. commitment to work on the campaign
 - v. commitment to attend/host a meeting
 - b. Be ready to change plans/ask based on what you learn and what is appropriate?
 - c. Two way street - offer help and support as it makes sense**
6. Follow-up
 - a. Save Notes
 - b. Adjust power map/analysis of community
 - c. Thank you letter/email
 - d. Send anything you promised promptly
 - e. Deal with issues that come up