



Level I: Building the Foundation

This training addresses two fundamental questions: 1) What is the Problem? 2) How did we get here/why is it like this?

Goals of Training:

- I. Deepen the community understanding and awareness around the problem
 - Examine the fundamental flaws in our system that lead to our feeling helpless and hopeless
 - Examine our community issue (fracking)
 - Explore why we are in this situation. How did we get here?
 - II. Examine what solutions are available to us (community specific)
 - III. Explore individual story ie what is my personal stake and the reasons that inspire me to take a stand.
 - Practice using powerful tools that help to confidently and effectively spread awareness about issues to family, friends and the community.
- (Approximately 2 hour run time.)

Level II: LAUNCHING a Grassroots Movement

- I. This training addresses the question; “how do we effect real change in the world?”

Explore the snowflake model for expansion

- a. Overarching ideas: people, power, change and leadership.
- b. Theory of change: How do we intend to create change in our community
- c. Background of community organizing and the snowflake model
- d. How has this model has been used before and why it has been effective
- e. What the model looks like as the snowflake - examples of how it works
- f. Ineffective leadership models/Common Pitfalls
- g. Narrative: The role of the narrative Self + Us + Now + Role play
- H. Explore different types of relationship building tactics for building the movement: One on One and House meeting + role play
- i. Team structure: Why teams are important
- j. Building strong teams as a practice
- k. What makes teams fall apart
- l. Forming tactics & strategy

B. I. Breakout into committees and LAUNCH!

- Media & Messaging
 - Social Media
 - Website
 - Email Marketing
 - Financials
 - Bank account
 - Donate page
 - Fund raising plan
 - Outreach & Events
 - Checklist
 - Flyer template
 - Plan first event
 - Volunteers
 - Coordination
 - Recruitment
- II. Additional Tools
- Group Tools
 - Spreadsheets
 - Calendar
 - Group Mail Serve
 - Drop box account

(Approximately 5 hours, plus 30 min lunch.)