

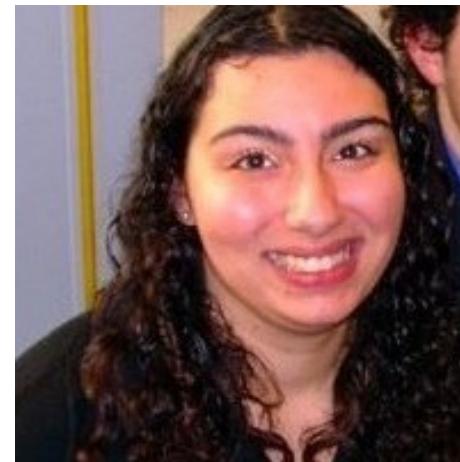
Chapter Skill-Building Webinar: Local Action Campaigns



Welcome from National NOW Action Center



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Agenda

- Action campaigns
- Successful actions
- Planning actions

Taking Action is Our Mission!



Benefits: Beyond Meeting Your Goal

- Change social climate
- Gain influence within community
- Recruit members
- Support fundraising
- Publicize NOW within your community
- Establish and/or strengthen coalitions
- Grow and share skills within your leadership



Action Campaigns

- Sustained effort
- Multiple tactics
- Often multiple goals
- May include action and non-action related work



Case Study: Tips from Wichita NOW

- Respond when you see a need in the community.
- View your actions through a community-lens and think creatively to insert NOW's voice into the issue---For example, doing a book drive for Women's History Month and include more conservative and moderate women.
- Make the community see that NOW is a multi-issue organization, not just all about abortions.
- Take any opportunity to speak in a public forum to inform the community about the issue and gain media coverage.
- Follow the action or series of actions through and be sure to continue to insert NOW's voice.
- Use social media to get people involved.
- Build a temporary coalition of likely and unlikely allies—For example, chapter is working with more conservative groups in the community to take on economic justice issues (most recently ensuring children continue to receive food stamps).



Case Study: Phoenix/Scottsdale NOW

- Be flexible with actions—read your community and see what will get the message out; people like to socialize and it's harder to get people to take to the streets in a more conservative area.
- Try to have an event and an action tied in with it—For example: At an event for domestic violence awareness, letters to state reps (to make sure that more funding was provided to domestic violence prevention programs) were prepared ahead of time.
- Make taking action easy for people by having district maps for people and letters already printed out (a lot of people may not know all the different reps that they can contact).
- Always value chapter members that have connections within the community.
- Connect with local groups to achieve common goals--For example, NOW chapter is currently working with the local ACLU to get anti-shackling bill passed in Arizona (although NOW chapter could not publicly be an ally, due to the conservative environment in the state).



Case Study: Tampa NOW, Pasco NOW, West Pinellas NOW & Upper Pinellas NOW

- Great teamwork! These 4 chapters in 3 counties have been working together for 15 yrs.
- There is no leader. Decisions are made around a circle table, where everyone presents their ideas and brings their own perspective.
- Have everyone work well together and make sure everyone has the job based on what they do best.
- Make sure to bring in young women, because they can bring fresh ideas and have key skills, like use of technology and social media.
- Make it a statewide coalition to work beyond women's rights groups, include college students and other local activist groups—for example, working with groups like state organizations FCAN and Awake the State and rallying together on economic justice issues like Social Security.
- Currently working on NixSix, a statewide project to vote No on Initiative Six (anti-abortion amendment which would restrict public funding on abortion procedures).



Raise Your Hand

- Has your chapter worked on an action campaign in the past year?

Discussion Questions

- Tell us about the action campaign your chapter is working on?
- Are you currently partnering with other groups in your community? How?
- What have you learned from past campaigns?

Action: Objective and Audience

- What is your objective?
- Who do you want to attend?
- Who is your target?
- What do you want them to do?
- Who is your secondary target?
- What do you want them to do?

Planning the Campaign

- Identify sub-goals and -steps
- Identify stakeholders-where they stand on the given issue
- Identify actions and targets
- Allocate resources-scale campaign to what you have or will create
- Identify requirements (permits, community regulations, etc.)



Considering the Best Strategy

- Based on past actions. think about what has and hasn't worked best locally.
- For example, if your community tends to respond more positively to rallies than pickets (and both can be as effective), then choose the one most likely to get the results.
- Make sure to time actions properly with current events.
- Always make sure your action is aligned with an objective and target.



Raise Your Hand

- Is your chapter currently considering putting together an action campaign?

Discussion Questions

- Has your chapter done work on the issue already? What?
- Are there allies in your community working on this issue? What's new that NOW can offer?
- What will you do to get your community engaged around this issue?

Get Press Attention

- Make sure to outreach to your contacts for each action.
- For actions, send a media advisory and/or a press release.
- After the action, be sure to talk to reporters---do interviews, make new contacts, schedule a time to speak later.
- Make sure to thank your contacts for coming and let them know that actions will be happening in a given timeline, because a certain injustice in the community.



Outreach, Outreach, Outreach

- Be sure to outreach for all of your actions via your listservs, website, Twitter, blog, Facebook, etc.
- Make sure your membership knows that this issue, and why it's important to them personally.
- Don't forget coalition partners from other issues!
- Celebrate small victories with your chapter. If you are getting co-sponsors for a pro-choice bill, celebrate and let people know what you are doing is working and important.



Action Day

- Have a plan
- Define roles
- Think ahead
- Be flexible: ROLL WITH IT and have fun

Raise Your Hand

- Does your chapter take action regularly?

Discussion Questions

- What does your chapter do to get people out for an action?
- What does your chapter do to spark press?
- What does your chapter do to ensure that members get recruited at an action?

It's Not Just About Your Chapter

- Although this may be a NOW action campaign, make it an inclusive campaign---if a group or individual wants to get involved, let them bring their voice.
- When doing outreach make sure to make the message clear as to how the goal improves lives for all women in the community.



Next Steps

- Make sure to thank all the members and volunteers that the action brought out.
- Always debrief after an action to see what worked and what needs more work.
- Make sure to assess what you want to do with the momentum that the action brought to your chapter.
- Send an email citing what you accomplished and make sure to include links to join NOW and donate to your chapter.
- Try to work components of this campaign into other actions or issues that you are working on.
- If your goal is not achieved, evaluate what worked and how you can continue to move forward on the goal.



Resources Available from National NOW

- Under the chapters' only site, check out the Chapter Organizing Manual Action Planning Guide on page 55 (especially the sample timeline check list for actions on page 58).
- Use this powerpoint to brainstorm ideas at a future chapter meeting (find it on our chapters' only site).
- Reach out to our field team at the National Action Center.
- NOW Field Organizer Anita Lederer at fieldorg@now.org or 202-628-8669, ext. 134.

Next Chapter Skill-Building Session

- Chapter Basics
- Wednesday, February 15, 2012, 8 p.m.
EST
- Contact Anita Lederer at fieldorg@now.org if you have any questions.
- Give us feedback at
<http://www.surveymonkey.com/s/D5WN3BW>