

Draft Agenda – Deep Advocacy Workshop

Thursday, October 22, 2015

8:30 a.m. Gathering and light breakfast

9:00 – 9:30 a.m. Welcome, purpose and intended outcomes, and background.

9:30 – 10:40 a.m. Introductions. Share 1) your story, 2) an achievement in grassroots empowerment of which you are proud, and 3) what would be a breakthrough in grassroots empowerment for you and/or your organization—name the challenge you will work on.

10:40 a.m. – 11:15 a.m. What is deep advocacy, what are NGO attitudes that can kill citizen empowerment and transformation and what can you do to free yourself and your organization of them? Role play making a request of a volunteer that is greater than you would ever make.

11:15 a.m. – 11:30 a.m. Break

11:30 a.m. – 11:55 a.m. What is Deep Advocacy (continued)

11:55 a.m. – 12:15 p.m. Discussion of homework: Watching Mark Reynolds video

12:15 p.m. – 1:00 p.m. Skype conversation with Citizen’s Climate Lobby (CCL) Executive Director, Mark Reynolds. CCL in the US and Canada has gone from 14 groups in 2010 to 225 groups in 2014; 36 letters to the editor published in 2010 to 2,253 letters published in 2014, and 106 meetings with members of Congress, Parliament or their staff in 2010 to 1,086 meetings in 2014? What was required to achieve those breakthroughs?

1:15 p.m. – 2:00 p.m. Lunch and informal debrief

2:00 – 3:00 p.m. What are ingredients of a deep structure of support that empower volunteers to go from kindergarten as an activist to being community leaders on the issue? Several participants describe their challenge and receive coaching.

3:00 p.m. – 4:00 p.m. It all starts with powerfully starting groups. What are the key components that most organizations leave out when starting chapters?

4:15 p.m. – 5:15 p.m. Sharing grassroots victories is a secret to inspiring yourself and volunteers. Role play coaching a volunteer on telling their grassroots victory in a way that inspires.

5:15 p.m. – 6:30 p.m. Why are conference calls and webinars often so boring and what does it take to make them inspirational and empowering for the grassroots? Select one or two current conference call/webinar formats/segments from among the participants, role play and coach for a breakthrough

6:30 p.m. Dinner together (not covered by registration fee)

Friday, October 23, 2015

8:30 a.m. Gathering and light breakfast

9:00 – 9:30 a.m. Where are you now on this question?: What would be a breakthrough in grassroots empowerment for you and/or your organization – what is the challenge you’re addressing.

9:30 a.m. – 10:30 a.m. Role plays and laser talks: Why are they important? How do I do them and how do I coach volunteers to get to the next level as spokespersons on our issue?

10:30 - 11:15 a.m. Having Difficult Conversations to Move the Action Forward: We will role play the most difficult conversation participants need to complete in order to have a breakthrough and then take a 15 minute break for participants to call the person involved.

11:30 a.m. – 12:30 p.m. Individual coaching on 1) “How did the call go,” and 2) “What would be a breakthrough in grassroots empowerment for you and/or your organization—what is the challenge you are addressing?”

12:30-1:15 p.m. Lunch together

1:15 – 2:15 p.m. Next Steps: What’s next for me and my organization? Confirming dates the four conference calls.