

Skills Trainings Descriptions



- **Public Narrative Training**
- **Leadership Development**
- **Recruitment**
- **Coalition Building**
- **Campaign Planning**
- **Running Effective Meetings/ Facilitation**
- **Messaging and Framing**
- **Media**

Public Narrative Training

Good organizing requires the investment of our hearts (motivation), our heads (strategy) and our hands and feet (action). Often as leaders we focus exclusively on strategy and action, assuming that a good strategy will motivate people to join us. But what happens when we just focus on strategy? Over time people get burnt out, and we lose our power just when we need it most. That's because for most people the motivation to make the real commitments and sacrifices necessary to win a big campaign doesn't come from good ideas, it comes when our values and emotions move us—motivate us—to act. Stories move us to act because they tap into our values (rather than just issues) and create in us emotions that move us from inaction to action—emotions of hope, anger, urgency, solidarity, a sense that we can make a difference.

Public Narrative is a leadership skill—the skill of telling stories that motivate other people to take get up and join us in action. This training teaches the skill of public narrative in three parts:

- Story of Self (who am I and why am I called to this work);
- Story of Us (who are we as a community and why is it we in particular who have responsibility to act?); and
- Story of Now (what are we called to do now? What's the story of our strategy and what hope is there that our action could make a difference?).

Leadership Development

Learn how to develop effective leaders so that when you are gone, there are still people who know how to run an effective group and campaign! The stronger your leaders, the more amazing ideas and victories you will have.

Recruitment

Building your group and making a difference. Making sure your group is sustainable and will continue to be around when you graduate.

Coalition Building

Building coalitions makes any group's efforts stronger and more likely to win victories. Learn to think strategically about who makes a good partner.

Event Planning

Events are a great way to recruit folks, gain visibility and apply pressure on your targets. Learn how to plan the most awesome campus-wide events!

Campaign Planning

Planning to win - this workshop will give you a how-to process for winning victories on your campus and community.

Running Effective Meetings/ Facilitation

Nothing will chase people away faster from your group than ineffective meetings; learn how to make your meetings effective and productive!

Messaging and Framing

In this session we will cover how to develop winning messaging and framing to effectively reach out to your audiences.

Media

This training will give you the arsenal you need to get attention for your events and issue campaigns. We will be covering planning a press event, messaging, putting together a press list, writing press releases and media advisories, talking to the press, and more.