



David Hunt  
& Associates



# **CD3 Community Organizer and Campaign Training**

## **September 30th (8am-5pm) & October 1st (830am-430pm), 2022**

### **Auburn Veterans Memorial Hall - Auburn, CA**

#### **TRAINING GOALS:**

1. To learn the basic principles and process of strategic organizing
2. To build a sense of legality and importance of activist and political community in CD3
3. To help attendees understand that political and issue organizing work are not mutually exclusive
4. To increase our understanding of Power & how to build real Power to advance and build movement in the district
5. To leave as an inspired and connected force for social and political change

#### **Day 1: 8:00am-5:00pm**

8:00am:	Registration and coffee
8:30am - 8:40am:	Acknowledgements/Welcome/Staff and Steering Committee introduction
8:40am - 9:00am:	Opening speaker - State Controller Betty Yee
9:00am - 9:05am:	Introduction of David Hunt, Executive Trainer/Partner
9:05am - 9:08am:	Review day one goals and agenda
9:08am - 9:20am:	Interactive introductions
9:20am - 9:30am:	A quick review of the role of organizing in American history

9:30am - 10:30am: Principles and process of strategic organizing

10:30am - 10:40am: BREAK

10:40am - 11:40am: Role play for understanding the relations of power

*This session will discuss and demonstrate how to strategically identify, develop and use measurable effective power when confronting organized power on the other side, as well as the forms and definitions of organized power needed depending on the decision maker. The session will also explore the forms of organized power displayed during an interactive role play.*

11:40am - 12:10pm: Debrief role play and defining power and the importance of doing a power analysis

12:10pm - 1:00pm: LUNCH

1:00pm - 1:30pm: Strategy chart presentation, mapping a campaign

1:30pm - 2:00pm: Strategy chart role play

2:00pm - 2:45pm: Strategy chart debriefing

2:45pm - 3:00pm: BREAK

3:00pm - 3:30pm: Dossier research on district: 6 teams, 30 minutes

3:30pm - 4:30pm: Report back on findings of each dossier research team

4:30pm - 5:00pm: Reflections, comments on the day and review of day two agenda

5:00pm: Adjourn



## **Day 2: 8:30am-4:30pm**

### **CD3 and the road to victory**

- 8:30am - 8:45am: Coffee and welcome
- 8:45am - 9:00am: Opening Speaker - CD3 Candidate Dr. Kermit Jones
- 9:00am - 9:30am: Campaigning as a nonprofit: you can do more than you've been told
- 9:30am - 10:00am: Turning conservation voters into a force for change
- 10:00am - 10:30am: Campaign team construction: what you need to win
- 10:30am - 11:00am: The things we don't know: real examples of candidate/opposition research
- 10:30am - 10:40am: BREAK
- 10:40am - 11:00am: Campaign messaging and ladder speeches
- 11:00am - 11:45am: Campaign communications
- 11:45am - 12:45pm: LUNCH
- 12:45pm - 2:15pm: Ground game, GOTV, Media, Fundraising
- 2:15pm - 2:30pm: BREAK
- 2:30pm - 3:45pm: Panel discussion: The challenges and needs for winning a campaign in

a rural district

3:45pm - 4:15pm: Group Q&A

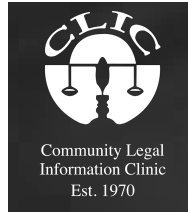
4:15pm - 4:30pm: Evaluations

4:30pm: Adjourn





David Hunt  
& Associates



Community Legal  
Information Clinic  
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Protecting Butte County's Land,  
Air & Water Since 1975



Western  
Environmental  
Law Center



WATERSHED CENTER  
HAYFORK, CALIFORNIA



Ascend  
Wilderness Experience



CALIFORNIA  
WILDERNESS  
COALITION

# Chico Community Organizer Training

*Building Winning Campaigns for Conservation, Social & Environmental Justice*

**9am-5pm, Friday, April 1, 9am-3:30pm, Saturday April 2**

**Lakeside Pavilion, Chico, CA**

**What:** A two-day, in-person interactive training, hosted by the [Community Governance Partnership](#), and facilitated by our Executive Trainer David Hunt, a senior staff alum of the Midwest Academy, internationally recognized for his **training and facilitation**.

Featuring Special Guest Speakers Audrey Denney, Susan Jane Brown of the Western Environmental Law Center, and local experts on the latest in forest planning and fire recovery efforts.

You will learn to use:

## **Organizing Skills**

- Power Mapping, Direct Action Strategic Planning, and a variety of other tools to address social problems and the process for grassroots-driven policy change and explore the difference between service provision and organizing and how they can work together.

## **Strategic Skills**

- Learn to identify, develop and use measurable effective power when confronting organized power, as well as the forms and definitions of organized power needed depending on the decision maker.

## **Organizing & Campaign Strategies**

- Learn to use a strategy chart to strategically identify and develop a winning strategy for an issue campaign while also building the power of organizations and coalitions. Acquire the skills required to develop and run issue campaigns that create lasting social, environmental, and equity change. *In this training, the second day will use forest planning efforts as a frame for organizing.*



**Who:** We seek participants who have made, or wish to make, an ongoing commitment to community organizing work; have existing roles in activism, environmental, social and environmental organizations; or have a background or strong professional interest in advocacy, coalition building and campaigns. **All** organizing backgrounds welcome!

**Sliding Cost:** \$50 - \$500 - Partial and full scholarships are available as part of the application. Don't let cost be a factor! The deadline to apply is March 25, 2022. Seating is limited to 50. Email Miranda for a training application at [steward@becnet.org](mailto:steward@becnet.org) or [adam@cgovpartnership.org](mailto:adam@cgovpartnership.org)

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The vision of the **Community Governance Partnership** is to break down long standing barriers between conservation, labor, small business, social justice and environmental justice organizations to form and facilitate pragmatic, action-based progressive partnerships in central and northern California. We have graduated over 500 activists from our trainings! See past training agendas and testimonials at [cgovpartnership.org/programs](http://cgovpartnership.org/programs).



David Hunt, Executive Trainer

David Hunt is noted as one of the world's top community organizer trainers. David has been with the Community Governance Partnership for over 10 years and he has worked for decades with the Midwest Academy, whose approach and techniques are embraced in our trainings. David is a legendary storyteller, which makes his trainings unique and memorable.

Email [Adam@CGovPartnership.org](mailto:Adam@CGovPartnership.org) for more details and to request an application!





## Humboldt Regional Community Organizer Training

Amplifying Change – Conservation, Social and Environmental Justice

8:00am – 5:00pm Friday, October 26 – 8:30am – 4:30pm Saturday, October 27  
Jefferson Community Center 1000 B Street Eureka, CA

### Friday, Day 1: 8:00 a.m.–5:00 p.m.

8:00 a.m.-8:30 a.m.	Registration
8:30 a.m.–8:40 a.m.	Welcome and Acknowledgements
8:40 a.m.–8:45 a.m.	Welcome from Congressman Jared Huffman (confirmed)
8:45 a.m.–8:47 a.m.	Introduction of Facilitator and Partners David Hunt, David Hunt & Associates
8:47 a.m.–9:05 a.m.	Interactive Group Introductions
9:05 a.m.–10:00 a.m.	Historic and Present-Day Role of Organizing and the Creation of Public Policy/Introduction to Methods of Changing Social Policy <i>We introduce a variety of tools to address social problems and the process for grassroots driven policy change and explore the difference between service provision and organizing and how they can work together.</i>
10 a.m.–10:10 a.m.	Break
10:10 a.m.–12:10 p.m.	Relations of Power Presentation and Interactive Role Play <i>This session will discuss and demonstrate how to strategically identify, develop and use measurable effective power when confronting organized power on the other side, as well as the forms and definitions of organized power needed depending on the decision maker. The session will also explore the forms of organized power displayed during an interactive role play.</i>
12:10 p.m.-12:50 p.m.	Lunch
12:50 p.m.–2:35 p.m.	Building Powerful Coalitions and Collaborations <i>This session will discuss and demonstrate how to strategically identify, develop and maintain powerful collaborations and coalitions.</i>
2:35 p.m.–2:50 p.m.	Break



2:50 p.m.–4:50 p.m.	Strategy Chart <i>This session will discuss and demonstrate how to strategically identify and develop a winning strategy for an issue campaign while also building powerful organizations and coalitions.</i>
4:50 p.m. – 5:00 p.m.	Wrap-up: thoughts on the day
5:00 p.m.	Adjourn

### Saturday, Day 2: 8:30 a.m.–4:30 p.m.

8:30 a.m.–8:45 a.m.	Opening Comments and Review of the Day's Goals and Agenda
8:45 a.m.–10:00 a.m.	Developing a Strategy Chart Assignment Review and Development <i>This session will allow participants a hands-on opportunity to explore and practice using the organizing strategy chart to strategically identify and develop a winning strategy for an issue campaign while also building the power of organizations and coalitions.</i>
10:00 a.m.– 12:00 p.m.	Strategy Chart Presentations
12:00p.m.–12:15 p.m.	Final Organizing Questions, Ideas and Concerns
12:15 p.m.–12:45 p.m.	Lunch
12:45 p.m.–2:55 p.m.	Humboldt Regional Progressive Partners and Interactive Presentations
2:50 p.m.–3:00 p.m.	Break
3:00 p.m.- 4:00 p.m.	Youth Track Panel: Taking it Further
4:00 p.m.-4:10 p.m.	Evaluations completed
4:10p.m.-4:30 p.m.	Wrap-up and Next Steps
4:30 p.m.	Adjourn

*Thanks to the Resources Legacy Fund and other donors for making this training possible.*



# Mendocino & Lake County Community Organizer Training

Amplifying Change— Social, & Environmental Justice

8:00am – 5:00pm Friday, January 31<sup>st</sup> – 8:30am – 4:30pm Saturday, February 1<sup>st</sup>  
Alex Rorabaugh Center, 1640 S State St, Ukiah, CA

## TRAINING GOALS

1. To gain a better understanding of strategic organizing
2. Increase our understand of power and how to build real power
3. To explore the principles of building and maintain powerful coalitions
4. To explore, and plan, how to use The Mendocino Climate Action Commission process to strategically build power
5. To explore, and plan, how to use The Mendocino Climate Action Commission process to bring about real policy change backed by that strategically organized power
6. To use the Mendocino Climate Action Commission process to gain a deeper understand of, and impact on, the political process

### Friday, Day 1: 8:00 a.m.- 5:00 p.m.

8:00 a.m.- 8:30 a.m.	Registration
8:30 a.m.- 8:40 a.m.	Welcome & Acknowledgements
8:45 a.m.- 8:55 a.m.	Introduction to Community Governance Partnership, Overview of Goals, and David Hunt of David Hunt & Associates
8:55 a.m.- 9:10 a.m.	Interactive Group Introductions & Agenda Review
9:10 a.m.- 10:00 a.m.	Historic and Present-Day Role of Organizing and the Creation of Public Policy/Introduction to Methods of Changing Social Policy <i>We introduce a variety of tools to address social problems and the process for grassroots driven policy change and explore the difference between service provision and organizing and how they can work together.</i>
10:00 a.m.- 10:10 a.m.	Break

10:10 a.m.- 12:20 a.m.	<p>Relations of Power Presentation and Interactive Role Play</p> <p><i>This session will discuss and demonstrate how to strategically identify, develop and use measurable effective power when confronting organizer power on the other side, as well as the forms and definitions of organized measurable effective power when confronting organized power on the other side, as well as the forms and definitions of organized power needed depending on the decision maker. The session will also explore the forms of organized power displayed during an interactive role play.</i></p>
12:20 p.m.- 1:00 p.m.	Lunch
1:00 p.m.- 3:00 p.m.	<p>Using a Strategy Chart: CROP as an Example</p> <p><i>This session will discuss and demonstrate how to strategically identify and develop a winning strategy for an issue campaign while also building powerful organizations and coalitions.</i></p>
3:00 p.m.- 3:15 p.m.	Break
3:15 p.m.- 4:45 p.m.	<p>Building a Political Dossier on Two Mendocino County Supervisors</p> <p><i>This session will utilize small working groups to build a dossier for two Board of Supervisors from Mendocino County. It will demonstrate how to research prior voting records, why that's useful, and how to develop a strategy based on that political history to influence a representative's vote on a particular issue.</i></p>
4:45 p.m.- 5:00 p.m.	Wrap-Up Thoughts from the Day
5:00 p.m.	Adjourn

## Saturday, Day 2: 8:30 a.m.- 4:30 p.m.

8:30 a.m.- 8:35 a.m.	Welcome Back
8:35 a.m.- 8:45 a.m.	Opening Comments from Supervisor Haschak
8:45 a.m.- 8:50 a.m.	Review of the Day's Goals and Agenda
8:50 a.m.- 10:00 a.m.	<p>Developing a Strategy Chart Assignment Review and Development</p> <p><i>This session will allow participants a hands-on opportunity to explore and practice using the organizing strategy chart to strategically identify and develop a winning strategy for an issue campaign while also building the power of organizations and coalitions.</i></p>
10:00 a.m.- 12:00 p.m.	Strategy Chart Presentations
12:00 p.m.- 12:15 p.m.	Final Organizing Questions, Ideas, Concerns
12:15 p.m.- 1:00 p.m.	Lunch
1:00 p.m.- 2:30 p.m.	<p>Coalition Building Presentation &amp; Exercise</p> <p><i>This session will discuss what it means to be an effective coalition, how to avoid the pitfalls of being an unproductive working group. We'll then take what we learn from the presentation, and use that knowledge in a practice exercise.</i></p>
2:30 p.m.- 4:10 p.m.	<p>Creating a Strategy Chart for Your Organization</p> <p><i>This exercise will allow you to generate a strategy chart for your organization, in small groups or individually, based on the principles learned in yesterday's strategy chart exercise.</i></p>
4:10 p.m.- 4:20 p.m.	Final Reflections & Evaluations
4:20 p.m.- 4:30 p.m.	Final Wrap-Up, and Adjourn