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
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 or adam@cgovpartnership.org

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 cegovpartnership.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 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 a.m–8:30 a.m.</td>
<td>Registration</td>
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<tr>
<td>8:30 a.m.–8:40 a.m.</td>
<td>Welcome and Acknowledgements</td>
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<td>8:40 a.m.–8:45 a.m.</td>
<td>Welcome from Congressman Jared Huffman (confirmed)</td>
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<td>8:45 a.m.–8:47 a.m.</td>
<td>Introduction of Facilitator and Partners</td>
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<td>David Hunt, David Hunt &amp; Associates</td>
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<td>8:47 a.m.–9:05 a.m.</td>
<td>Interactive Group Introductions</td>
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<td>9:05 a.m.–10:00 a.m.</td>
<td>Historic and Present-Day Role of Organizing and the Creation of Public Policy/Introduction to Methods of Changing Social Policy</td>
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<td><em>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.</em></td>
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<td>10 a.m.–10:10 a.m.</td>
<td>Break</td>
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<td>Relations of Power Presentation and Interactive Role Play</td>
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<td><em>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.</em></td>
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<td>12:10 p.m.–12:50 p.m.</td>
<td>Lunch</td>
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<td>12:50 p.m.–2:35 p.m.</td>
<td>Building Powerful Coalitions and Collaborations</td>
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<td><em>This session will discuss and demonstrate how to strategically identify, develop and maintain powerful collaborations and coalitions.</em></td>
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<td>2:35 p.m.–2:50 p.m.</td>
<td>Break</td>
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2:50 p.m.–4:50 p.m.  Strategy Chart
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.

4:50 p.m. – 5:00 p.m.  Wrap-up: thoughts on the day

5:00 p.m.  Adjourn

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**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
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.

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

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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 31st – 8:30am – 4:30pm Saturday, February 1st
Alex Rorabaugh Center, 1640 S State St, Ukiah, CA

TRAINING GOALS

1. To gain a better understanding of strategic organizing
2. Increase our understanding of power and how to build real power
3. To explore the principles of building and maintaining 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 Change 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 understanding 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

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.

10:00 a.m.- 10:10 a.m. Break
10:10 a.m.-12:20 a.m. Relations of Power Presentation and Interactive Role Play

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.

12:20 p.m.-1:00 p.m. Lunch

1:00 p.m.-3:00 p.m. Using a Strategy Chart: CROP as an Example

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.

3:00 p.m.-3:15 p.m. Break

3:15 p.m.-4:45 p.m. Building a Political Dossier on Two Mendocino County Supervisors

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.

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. Developing a Strategy Chart Assignment Review and Development

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.

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. Coalition Building Presentation & Exercise

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.

2:30 p.m.-4:10 p.m. Creating a Strategy Chart for Your Organization

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.

4:10 p.m.-4:20 p.m. Final Reflections & Evaluations

4:20 p.m.-4:30 p.m. Final Wrap-Up, and Adjourn