

# Virginia Organizing Grassroots Gathering 2014 Workshop Descriptions

## 10:15-12:30 : Dig Deeper

### Campaign Strategy Chart

The Midwest Academy Strategy Chart is a great tool used to develop winning issue campaigns. This two-hour workshop will give you an opportunity to learn how to use the chart and to apply it to your own local campaigns.

### Popular Education: Long Arc of History

Through a participatory experience, explore the long history of social justice organizing in the United States. Please come with an open mind and willingness to share your ideas.

## 10:15-11:15 : Skills to Win Campaigns

### Virginia Organizing 101

New to Virginia Organizing? This workshop will give you an idea of Virginia Organizing's 19-year history, what issues we work on across the state and how you can get more involved in campaigns in your own community!

### 1-to-1 Conversations

Through intentional 1-to-1 conversations, we learn about important issues, identify potential members, and develop strong public relationships. Learn how and why we use 1-to-1 conversations to build a strong grassroots organization.

### Speak Your Mind: Media Spokesperson Training

This training will help you hone in on your interests and skills to generate media coverage on important issues. After this workshop, you'll be prepared to serve as a spokesperson for your local chapter on the issues that matter to you most.

### Building Local Partnerships

Thankfully, we are not alone in our work. Throughout the state, we have strong local partners. This workshop will focus on how to create and sustain those relationships in a way that builds power for your local campaigns.

### Local Issue Identification

Whether your chapter is developing its first local issue or has been through a dozen campaigns, the issue selection process will lay the

groundwork for the campaign. Come with a list of your most important issues.

#### Fundraising to build grassroots power

Are you nervous about asking people for money but want us to keep doing our great organizing? Find out how to get over those jitters and learn how to be an effective fundraiser.

### 11:30-12:30 : Hot Topics in Local Chapters

#### Youth Listening Workshop

Designed for high school and college students, this workshop is ALL ABOUT YOU. Join us for a casual discussion about how we can build a movement across generational lines with an eye on the future.

#### Climate Change Brainstorming

Climate change unquestionably threatens all Virginians. Join leaders from across the state for a facilitated brainstorm about how we might respond to the challenges.

#### Mass Transit

Transportation has always served as an organizing focus for social justice groups like Virginia Organizing, from the Montgomery Bus Boycott of the 1950s to current campaigns across the state. What have we learned and how will we win?

#### Immigrant Rights

With Comprehensive Immigration Reform stalled in Congress, we can look back to local campaigns to protect immigrant rights.

#### Worker Rights

In Right-to-Work Virginia, fast food workers have started organizing for better pay and respect. Learn what issues matter most to workers and how we can work together to build a more just Virginia.

#### Ban the Box

At least nine cities in Virginia have removed criminal history questions from their job applications in an effort to give returning citizens a second chance. Please join this workshop if you were part of one of these campaigns or would like to start one.