



State Leads Track - Working Group Breakout

- CREATE and enhance the state’s plan to put pressure on Senators as we enter the second phase of reconciliation.

- DELEGATE roles, responsibilities and commitments.

TIME	GOAL	PROCESS	MATERIALS
	Create a fun environment	Play music	1-2 songs ready to be played
	Meet the facilitator(s)	Facilitators share: - Introductions (names, pronouns, organization & role) - Icebreaker question	FACILITATORS NAME GOES HERE
	COVID safety norms (if applicable)	Review summit safety norms to create a comfortable environment	
	Meet the group	Participants share: - Introductions (names, pronouns, organization & role) - Icebreaker question	
	Group discussion norms	Review summit norms and ask if there are any others that should be observed	



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TIME	GOAL	PROCESS	MATERIALS
	<p>Share on learning objectives and agenda for meeting</p>	<p>Overview:</p> <ul style="list-style-type: none"> - Goal setting and strategic planning framework - Getting to know our coalition's story - Align and review national strategic plan, goals, and deliverables - Brief power analysis activity - Setting [insert your state] strategic plan, timeline of key deliverables - Close out with key takeaways and next steps 	<p>1-2 songs ready to be played</p> <p>FACILITATORS NAME GOES HERE</p>
	<p>Learn and adopt the SMARTIE Framework</p>	<p>Being by reviewing the SMARTIE framework. The elements of this framework are:</p> <p>Strategic</p> <p>Measurable</p> <p>Ambitious</p> <p>Realistic</p> <p>Time-bound</p> <p>Inclusive</p> <p>Equitable</p>	



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	<p>Learn and adopt the SMARTIE Framework</p>	<p>Thinking about these key themes is essential to ensuring that your projects stay focused and that the metrics/deliverables you set for partners are realistic.</p> <p>Ask participants if they have used this framework or similar models and if they have feedback.</p>	
	<p>Review WAH story and timeline</p>	<p>Briefly review the formation of We Are Home to connect with participants personal motivations for attending the summit. To do so, ask each participant to share their responses to the story of self,us, and now that they filled out earlier in the summit</p> <p>Ask participants to share about the work their organizations have done around immigrant justice and citizenship in the past. Guide the conversation by asking the following questions:</p> <p>What did you learn from previous outcomes?</p>	



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	<p>Review WAH story and timeline</p>	<p>Were you successful in achieving an outcome? If so, what characteristics of your campaign do you think made the action successful? What metrics have you used in the past to measure growth?</p> <p>What challenges have you encountered in your organizing work with immigration reform and overall immigration justice issues? How did you overcome them? What are current challenges you or your organization is thinking about?</p> <p>What has been your involvement with organizing work around immigration justice? How has that look like? What were previous or current challenges you or your organization has faced? How did you overcome it?</p>	
	<p>Align on national strategy and outcomes</p>	<p>Review the national strategy set out by WAH. Keep this visual timeline closeby as you will use this as a guide in drafting your own state’s strategic plan.</p>	
	<p>Review deliverables and responsibilities to WAH</p>	<p>Review key goals and key moments from WAH’s theory to win. Discuss with participants if these goals are feasible in their communities and time frame</p>	



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	Campaign Strategic Planning	Before heading into your state’s strategic planning, feel free to take a break or allow for folks to decompress.	
	Power Analysis	Review the Power Analysis activity conducted earlier on in the summit agenda and compare responses among meeting participants. What are shared values? Where do individuals see differing mechanisms of power and change?	
	Identify an End Date	<p>Utilizing a large writing notepad or canvass, use the space to draw out a physical campaign timeline or delegate the responsibility to one of the participants.</p> <p>Start at the end. Discuss and identify a key date for when your campaign would be over. If you cannot think of an exact date, try to think about when would be an ideal target</p>	Large notepads, markers



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	Identify Key Dates - External	<p>Discuss with participants key dates for which the coalition will have no control over. Here are some examples of factors to consider:</p> <ul style="list-style-type: none"> - Federal Holidays - Congressional Recesses/In-session work - Organization retreats/step-backs - Conventions 	Large notepads, markers
	Identify Key Dates - Internal	<p>Incorporating these blackout dates, brainstorm with participants about potential key dates that the state coalition would like to see action/deliverables from state partners by. When thinking about how to design actions/deliverables, encourage participants to recall the earlier discussion about what has worked in the past and what organizers have learned in their respective fields. Other prompts to consider:</p> <ul style="list-style-type: none"> - What actions/campaigns have worked to moved our targets? - Ask participants to think about a measurable goal they set out during a campaign that they did not meet. What was the outcome and what did they learn? <p>Use the SMARTIE framework to ensure that goals are attainable, realistic, and strategic.</p>	Large notepads, markers



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	<p>Creating Phases of the Campaign</p>	<p>Using the identified key dates, outline the general phases of the campaign. Each phase should begin with a key timeline accompanied by a specific purpose and how you will achieve that goal.</p> <p>Every campaign, be it advocacy or electoral, should have similar phases, they may include: Planning and Target Identification, Capacity Building, Persuasion, Mobilization, etc.</p> <p>Be sure to include specific dates for hard launch and end dates of each phase, keeping your internal and external calendar in mind.</p>	<p>Large notepads, markers</p>
	<p>Creating Benchmarks</p>	<p>Strong internal operations and a culture of accountability within a coalition leads to effective local organizing integrating local action with national purpose. Efforts often flounder due to a failure to develop reliable and creative individual leaders. Structured leadership teams encourage stability, motivation, and accountability while using volunteer time and skills effectively.</p>	



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	Creating Benchmarks	<p>Ask participants to establish quantitative checkpoints the coalition would like to have throughout the campaign. Revisit your responsibilities to WAH and discuss with partners how to best meet those deliverables.</p> <p>Be sure to include benchmarks toward all of your overarching campaign goals (For example: 25% to petitions collected goal, 50%, 75%, etc.)</p> <p>Sample questions to consider engagement-wise:</p> <p>How will you recruit and retain supporters over the course of your campaign? How will you communicate objectives and timelines with staff/supporters/coalition members? How will you assess and utilize staff/supporters' unique strengths to meet key results of the campaign?</p> <p>Volunteer</p>	



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	<p>Delegate responsibilities and deliverables to in-state partners</p>	<p>State Leadership teams, Movement Partners, and We Are Home should establish clear expectations and guidelines for a streamlined working relationship at every level.</p> <p>Some examples of responsibilities may include the following:</p> <p>Responsibilities of State Leads to Movement Partners:</p> <p>Identify strengths and opportunities to persuade congressional delegation on issues like the environment, worker’s rights, LGBTQIA+, Criminal Justice, etc. with an immigrant justice lense.</p> <p>Establish consistent communication channels with state leads to ensure the timeline of deliverables is being met.</p> <p>Take a moment to brainstorm and continue mapping out the roles and responsibilities between partners and organizations. Use this document to help keep the conversation organized.</p> <p>Be sure to hang on to these responsibilities and communicate them during your later session with Movement Building track participants.</p>	



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	Establishing Communication Norms	<p>Now that timelines and metrics are set, discuss with the group how you will be communicating both internally and with engaged supporters to timely meet these goals. Some questions to consider:</p> <ul style="list-style-type: none"> - Will you use applications to track progress on campaign deliverables? - Will you host team check-ins to ensure organizers are producing key outcomes? - How will you ensure internal operations promote a culture of learning (open-door policy, opportunities to give feedback to any member on the team, etc)? 	
		Review the parking lot / bike rack	
		Share takeaways	
		What is still unclear? What items may need a follow-up conversation?	
		<p>Next steps & Close</p> <p>Use this document to track necessary follow-up steps or conversations that need to occur, but that you may not have had time for during the session.</p>	