

Building a Movement: Presentation (Part 1)

PA 640: Advocacy Organizations & Policy Change (Spring 2023)

40 points

Due: April 25–May 2, 2023

Overview:

In this assignments, students will act as seasoned activists working as consultants for a new/emerging/hypothetical advocacy organization. For example, students might design a “Safe Homes for All” group that is dedicated to fighting for affordable housing for the homeless in San Diego. The goal of this assignment is to design a plan to help get the organization “off the ground” and able to affect policy change.

Requirements:

In a group of up to 4 people, students will develop a playbook (a shared Google Doc amongst your group) for their organization. Each group will use their playbook as the foundation for a presentation. The playbook should include:

- Description
 - a name for the organization
 - the focal issue of the organization (and description of the issue)
 - additional issues that the organization will focus on
 - grievances of the organization
 - structure and membership of the organization
 - recruitment strategies
 - goals of the organization
 - ideas for policy change
- Plan of Action
 - targets of organizational action
 - strategies and tactics for change
 - framing of the issues for support
- Assessments of “Success”/Consequences
 - how will you assess whether or not goals were achieved?
 - how will organization respond to sanctions, repression, or counter-mobilization?

For the presentation, each group will be given 10-15 minutes to present on their organization. Be sure to share your slides (via Google Slides) in the URL submission for this assignment. The goal is to treat the presentation as if you were presenting to external funders – people who have a lot of money and want to help your organization succeed in achieving its goals. Therefore, your group should clearly outline any information from the playbook that would be pertinent for gaining support.