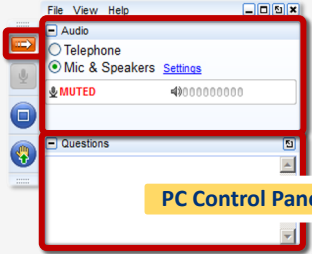
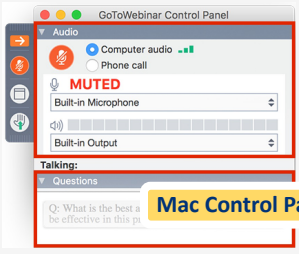




GoToWebinar Housekeeping



PC Control Panel



Mac Control Panel

Attendee Participation

Using your control panel...

Join audio:

- Choose "Mic & Speakers" or "Computer Audio" to use VoIP
- OR choose "Telephone" or "Phone Call" and dial-in using the information provided

Submit questions and comments via the Questions panel.

Note: Attendees are muted and your webcams are disabled (listen-only mode).



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Training Resources for the Environmental Community
Presents:

Building Capacity Within Campaigns and Adapting to Win



Presented by:

Trevor Kaul, TREC

February 22, 2022

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Why is it important?



- More skills, more resources, more people
- Multi-generational
- More & bigger issues
- Better ability to innovate
- Increased resiliency



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Goals for Today

- 1) Capacity Building Mindset
- 2) Identify opportunities – What to do?
- 3) Opportunistic timing – When to do it?
- 4) How to – Setting Goals
- 5) Predicting obstacles in advance



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What is capacity building

- An investment in the effectiveness and future sustainability of a non-profit – *National Council of Non-Profits*
- Using the work we are already doing to make us stronger for tomorrow
- What types of capacity building are you interested in?



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A Capacity Building Mindset

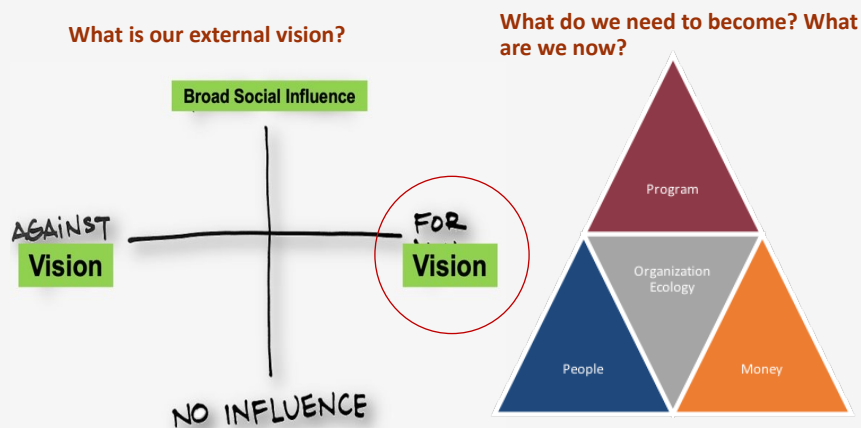


- Eye on your Vision
- Diversity, equity, & inclusion
- Know what you need most
- Always be recruiting
- Everything we do is an opportunity

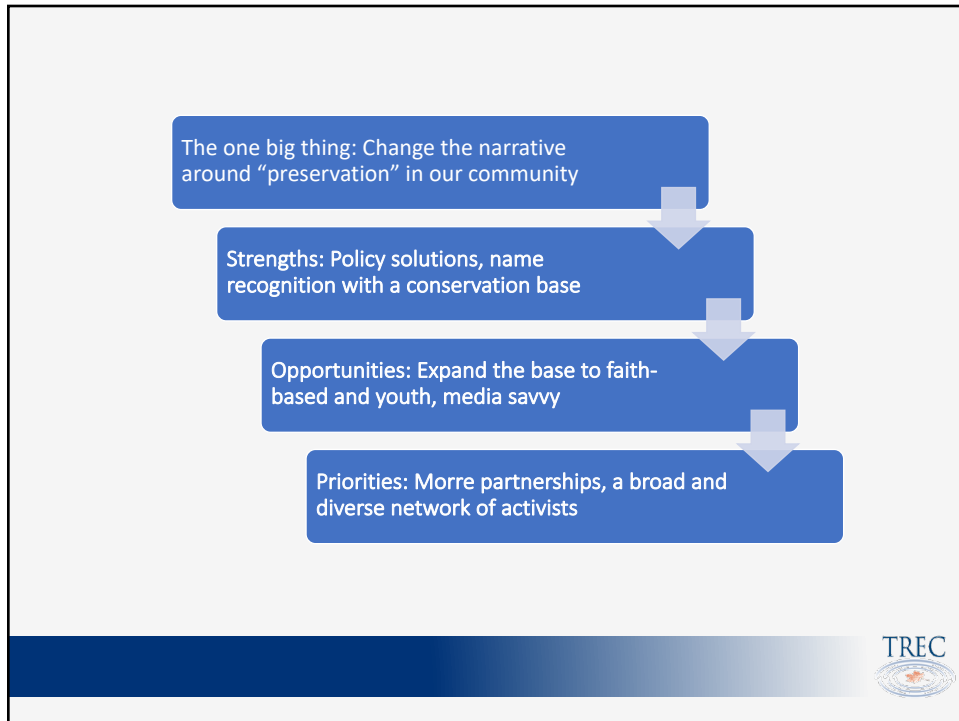


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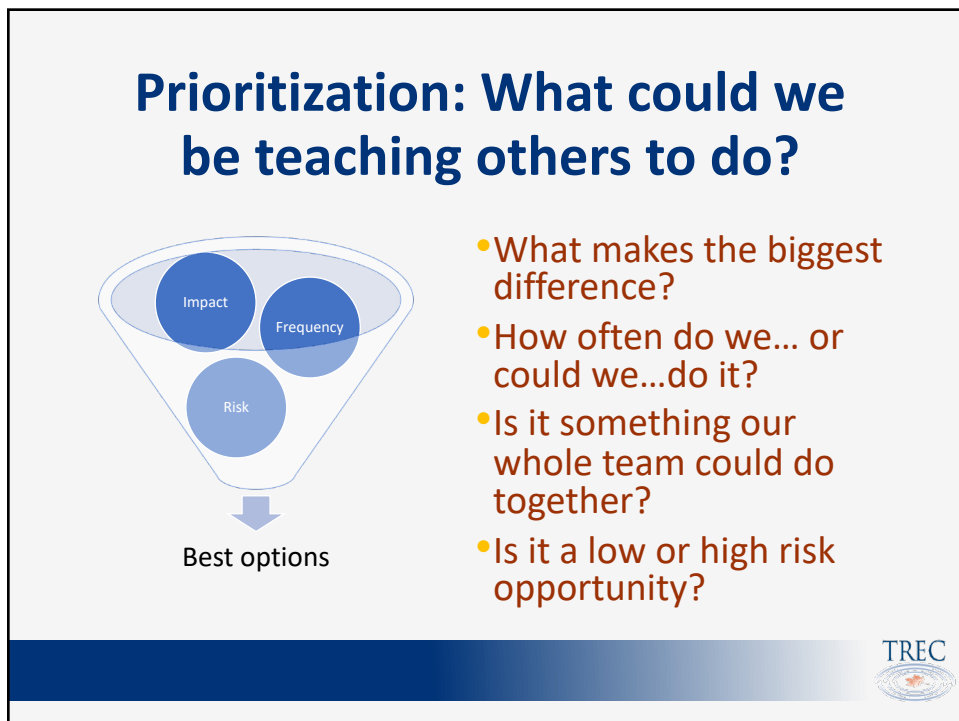
Prioritization: “out to in”



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Engagement Opportunities

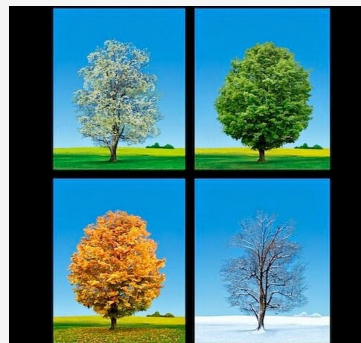


- Online actions & social media
- Inventories, water quality testing, & groundtruthing
- Tabling, house parties, "clubs", phonebanking, & canvassing
- Forums, public hearings, guest lectures, & school assemblies
- Partnerships, media relations, advocates, & fundraisers



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When?



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Goals: Organizing and Engagement



- **Engagement #s:** “Your List”, Members, Supporters, Volunteers, Volunteer Leaders
- **Outreach:** Tabling, Canvassing, Public Speaking, “Showing up”, Orientation and Educational Events
- **Organizing:** coaching, training, 1:1s, “listening sessions”, planning & co creation, delegation



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Setting Goals: Personal Development

- **Programmatic:** research, analysis, policy, legal,
- **Communication:** Messaging, marketing, fundraising, branding
- **Operations:** Finance, administration, technology



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Teambuilding

- All about the vision
- Center movement building goals
- Individual and team goals
- Provide support
- Refer to progress
- All hands on deck
- Gratitude!
- Specialized roles
- Debrief on people
- Hold 1:1s sacred
- Schedule support
- Model it!



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What is "Pre Mortem"?



A "prebrief" exercise which helps identify challenges and vulnerabilities in our campaign plans



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Why should I Pre Mortem?

- 👥 Encourages feedback from diverse perspectives
- 👁️ Identifies blind spots and/or biases in our plans
- 💡 Generates solutions and ideas
- 👤 Team building opportunity
- 📅 Can save time, stress, and resources
- 😊 Fun and easy



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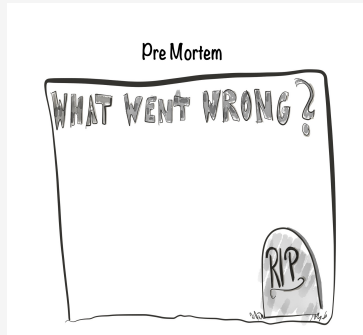
When to Pre Mortem

- Near the end of planning phase
- Enough time to adjust course



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How to Pre Mortem in 90 minutes



- 1) **Introductions** (15 mins)
 - Pick a specific date in the future
 - Imagine spectacular failure
- 2) **Solo brainstorm** (10)
 - Post its
 - What went wrong?
 - Why did it go wrong?
- 3) **Group review** (10)
 - Flesh out and add



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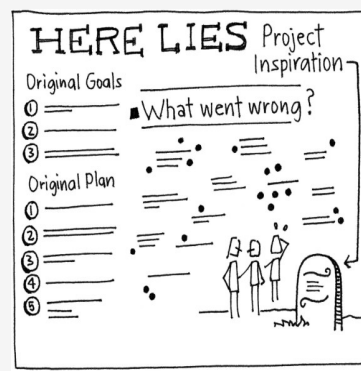
How to Pre Mortem

4) **Bundle** (15)

- What are common themes?
- Which are strategies and which tactics?
- Which seem more likely to happen?
- Which are within our control?

5) **Brainstorm** (40)

- What might we do?
- Strategy first
- Tactics second



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Closing Thought

We don't have to figure out everything by ourselves: there are intelligences other than our own, teachers all around us. Imagine how much less lonely the world would be.

Robin Wall Kimmerer, Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants



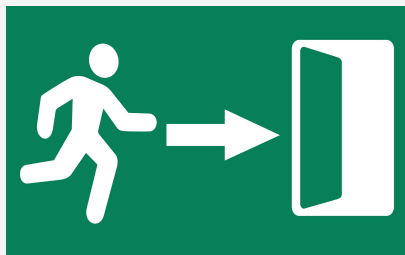
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Evaluation of this webinar

As you exit the webinar...

Please fill out our brief survey!



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Questions?



How to Participate

Using your control panel...

- **RAISE YOUR HAND** if you would like to be unmuted to speak your question
- OR continue to submit questions and comments via the **Questions** panel.

Thank you for attending today's webinar! We will stay after to answer your questions, but feel free to exit the webinar if you need to go.

