

# Engaging, organizing and mobilizing your base in the 21st century

*Because the future of your organization depends on it.*



Drawing upon lessons from high-level engagement success stories such as the Bernie Sanders campaign, Australia's movement to stop the Adani coal mine and the Fightfor15\$, this internal series of staff trainings and problem-solving sessions will outline the social trends that draw staff and supporters to engage more deeply with causes and institutions while also presenting successful management models that drive mass participation towards shared goals and milestones.

**“THE TRAINING WAS A BRILLIANT OPPORTUNITY TO BRING TOGETHER A TEAM FROM ACROSS OUR ORGANISATION, TO STEP BACK AND THINK ABOUT WHAT CAMPAIGNS ARE WINNING, AND THEN STRATEGIZE ABOUT HOW WE COULD ADOPT IT IN OUR WORK.”**

Tom Baker - Save the Children UK

## **An interactive learning process rooted in case studies**

- Designed to share a common framework for new campaigning models that work
- Combination of lecture, case studies, small group work, and practical real-time problem solving
- Drawn from over 60 case studies of successful campaigns around the world
- Based on our proven workshop model given to hundreds of senior campaigners around the world

## Building an approach through understanding

- The shift of loyalties from orgs to causes
- The rise in importance of framing and storytelling
- New impulses to participate and customize
- The advantages of distributed organizing
- Effective channeling of group input and participation

## Participants come away with these key tools and skills

- How to open up to people power in your org
- How to balance hybrid bottom-up/top-down structures within the same organization
- Guiding grassroots power towards concrete outcomes
- Tracking the impact and “return on effort” of bottom-up engagement projects

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### Experienced trainers

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Our trainers have collectively led organizational transformation projects for over 50 institutions across the US, Canada, Europe, and Australia



We've designed and led over 75 breakthrough campaigns that changed laws, elected governments, raised millions of dollars, and mobilized tens of millions of people



We founded and co-managed the Web of Change conference and community that has trained and connected well over 1,000 progressive social change leaders



Each trainer has well over 10 years' hands-on experience leading recognized institutions through successful engagement projects



**Jason Mogus**  
– Principal Strategist



**Tom Liacas**  
– Senior Strategist

## Insights drawn from acclaimed research

Learnings in this training are drawn from years studying the strategies and practices that lie behind today's most dynamic organizations and campaigns.

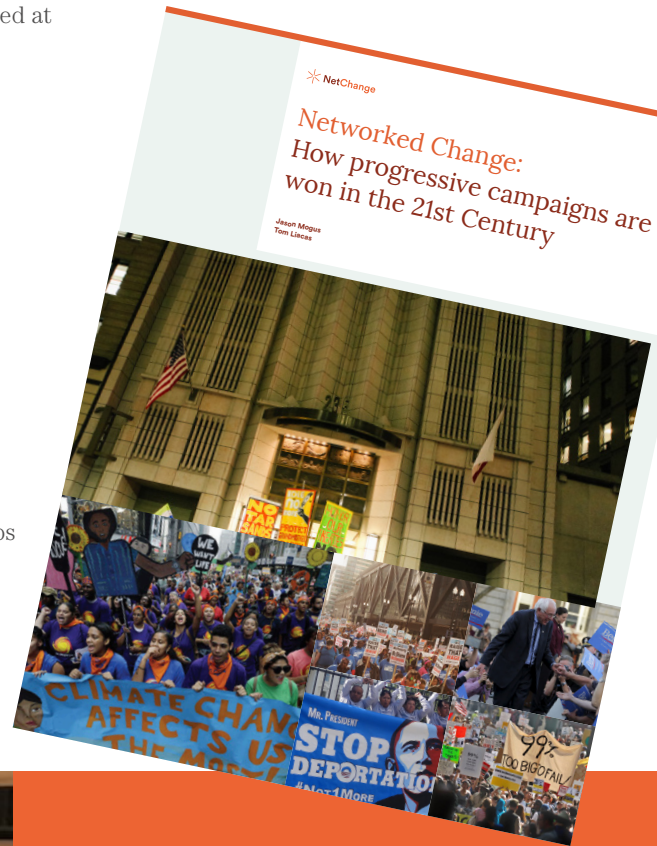
### NetWorked Change Report

Our latest research, published as the Networked Change Report, has been featured in the Stanford Social Innovation Review and Third Sector in the U.K and presented at conferences such as the Personal Democracy Forum and Netroots Nation.

[Download here for free.](#)

## Custom internal training features and logistics

- Includes series of intake discussions via web conference prior to trainings
- Sessions are customized to meet organizational needs and culture
- Prep work assigned before in-person session to maximize efficiency
- Includes a full-day or multiple days of in-person workshops with staff groups
- A series of post-session coaching discussions to help integrate new ideas



Training is tailored to the needs and scale of each client. Packages range from a short virtual keynote presentation to a full day workshop, to multi-stage interventions across teams.

**Contact us for a quote!**