Local Leads, Global Impacts

2026 Program - Meetings and Training Calendar

February

Cohort Meeting #1
Wed Feb 4th 1:30-3pm EST
Orientation and Introductions
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

In this first meeting, we will hold an orientation to the program. We will start to get to know each other and provide information on what to expect for the program and what we're hoping to accomplish together. Participants will also share with each other their own expectations and goals for the program.

Training #1
Wed Feb 11th 1:30-3pm EST
How to Win a Campaign at the Local Level: Key Concepts and Approaches
Facilitator: Alec Connon, Executive Director, Stop the Money Pipeline

In this high-level training, we will introduce some of the key aspects involved in building a winning campaign at the local level. We'll discuss setting realistic but ambitious goals; the importance of developing an organizing committee; three different approaches to winning change (advocacy, mobilizing, and organizing); introduce two frameworks for power mapping (SCOPE power analysis and spectrum of allies); and share tips for how to create an effective ladder of engagement and build a winning campaign team. Concepts introduced in this training will be built upon in future trainings.

This training will be led by STMP Coalition Director, Alec Connon. Alec will be drawing on 10+ years of campaign experience to lead this training, including his role in building a labor, climate and environmental justice coalition that won $200 million in annual funding from the City of Seattle for Green New Deal programs.

Cohort Meeting #2
Wed Feb 18th 1:30-3pm EST
Campaign Overviews
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

We will begin a series of campaign overviews for the next few cohort meetings. Each session, ~4 participants will spend 20 min each providing a detailed overview of their campaign and have time for Q+A from the group (~10 min for each section).

In the campaign overview, participants will share:

- What is your campaign?
- What are the goals?
- Who are the decision makers who can give you what you want?
- What are the main strategies and tactics you're advancing to move the decision maker(s)?
- What stage is your campaign currently at?
- How long do you envision your campaign lasting?
- Who are your main campaign partners currently?
- Who would you like to be your main campaign partners?
- What are 1-2 challenges you are expecting to face or are already facing?
- What do you hope to have accomplished in your campaign by the end of this program?

Training #2
Wed Feb 25th 1:30-3pm EST
Designing Winning Campaign Narratives
Facilitator: Patrick Reinsborough, co-founder of Center for Story-based Strategy

Building off of the previous training session, a well-organized campaign arc/strategy is only effective if we can communicate it well.

In order to win campaigns, our movements must craft compelling narratives that frame the issue, unite constituencies, and mobilize people towards solutions. In this workshop we will explore how to conduct a narrative power analysis and help your campaign win the "Battle of the Story."

Key concepts covered:
- Role of narrative in social change
- Narrative power analysis
- Framing
- Effective elements of a campaign narrative story

This session will be led by Patrick Reinsborough. Patrick is a U.S. based strategist working at the intersection of the ecological crisis, narrative shift and transformational movement-building. He is a founder of the Center for Story-based Strategy and the co-author of *Re:Imagining Change: How to Use Story-based Strategy to Win Campaigns, Build Movements and Change the World*. Over the past three decades he has trained thousands of grassroots activists and partnered with hundreds of high-impact organizations to build alliances, reframe issues, and craft winning campaigns. He lives on unceded Ohlone territory in Oakland, CA. You can find out more about his work at www.patrickreinsborough.org and follow him on BlueSky @GiantWhispers.

March

Cohort Meeting #3
Wed March 4th 1:30-3pm EST
Campaign Overviews Continued (Session 2)
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

We will continue the campaign overviews to allow all participants the opportunity to share their campaign

Training #3
Wed March 11th 1:30-3pm EST
Organizing Conversations: Mastering 1:1s
Facilitator: Tushar Khurana, lead organizer with the American Federation of Teachers

Organizing is rooted in relationships, and the one-on-one conversation is arguably the most effective and versatile tool in your relational organizing toolkit. This training will cover the theory, steps, and best practices of a structured organizing conversation, which you can adapt to build, maintain, and grow organizing relationships, move people to action, recruit members into your organizations, and more.

The training will be led by Tushar Khurana. Tushar has helped workers build power in higher education, healthcare, hotels, tech, and newsrooms. He is currently an organizer with the American Federation of Teachers, and has previously worked as a journalist, energy and environmental policy analyst, and climate scientist.

Cohort Meeting #4
Wed March 18th 1:30-3pm EST
Words Matter in Organizing Part 1
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

Drawing on core concepts from Jane MacAlevy's Organizing for Power, we will dive deep into the *language* we use in our organizing. The key to building power is centering the power of those we are organizing and ensuring that they recognize that winning is contingent on their active participation. The words we use in our conversations and communications are the key to this. Oftentimes, without realizing it, we can unintentionally de-emphasize the role that the person we're talking to plays when we make our asks and invitations to action. We'll discuss how to sharpen our language so that it connects to building real political power and awareness for campaign participants. The training will include words to stay away from, and words to use in your everyday organizing conversations and campaign communications.

Training #4

Wed March 25th 1pm EST
Building an Organizing Committee
Facilitator: Meggan Halvorson, lead organizer with the Communication Workers of America

We know we can't win on our own. Successful campaigns are built collectively, not individually and a key part of leadership is knowing how to work with and identify fellow leaders to do the work with you. This training will cover how to create an organizing committee including identifying others to join you, making the ask, and building the structure for a leaderful campaign.

This training will be led by Meggan Halvorson, an organizer with CWA on the Wells Fargo bank workers campaign.

Cohort Meeting #5
April 1st 1:30-3pm EST
Words Matter in Organizing Part 2
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

We will be continuing part two of the Words Matter workshop including small group breakouts to rework our organizing language. Breakouts will be followed by full group discussion and review.

April

Training #5
April 8th 1:30-3pm EST
How to Bring Your Narrative to Life with Effective Actions
Facilitator: Patrick Reinsborough, co-founder of Center for Story-based Strategy

Taking action is often at the core of our campaigns. But how do we make sure our actions are putting pressure on our targets and telling a story that helps us grow our power and move our targets? In this workshop, we will explore how well-designed actions can grow your power and amplify your campaign narrative

Key concepts to be covered:

- Designing effective interventions
- Action Logic
- Points of Intervention

Cohort Meeting #6
Wed April 15th 2-3pm EST

Leadership ID and Development
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

Understanding the difference between “leaders” and “activists” is critical to good organizing. Leaders are people with influence over their peers, or people who are able to move numbers of others into action. Activists are people who may care a lot about an issue, but who are not able to bring large numbers of others along with them to join the campaign. Knowing how to recognize and tell the difference between “leaders” and “activists” makes decisions about who to prioritize for your organizing far more effective. As Jane MacAlevy writes, “Developing their leadership skill set is more fruitful than training random volunteers, because organic leaders start with a base of followers. They are the key to scale.”

In this training, participants will be given an organizing scenario with roleplays to identify who are the leaders to target in the campaign and how to do so.

Training #6
Wed April 22nd 1:30-3pm EST
Developing a Power Analysis
Facilitator: Lauren Parker, Little Sis

How do we win campaigns? We win campaigns by identifying who the decision makers are, mapping out who has the power to move the decision makers, and developing a plan accordingly. To do that, we need to know what our leverage is, who our allies and potential allies, our opponents and potential opponents are, and what power both we and our opponents have. Scoping out our opposition and analyzing our own levers of power help identify what we already have to win and what the gaps are to win - this will allow participants to identify what their organizing tasks will be and how to apply this analysis to their own campaigns.

This training will be run by Lauren Parker. Lauren is a movement researcher and trainer based in Philadelphia. They are a Senior Researcher at LittleSis, where they primarily support base-building campaigns confronting the corporations, politicians and universities profiting from the climate crisis. Over the past 15 years, they have partnered with groups engaged in fights spanning labor, housing, education, and racial justice. Prior to LittleSis, they spent a number of years working with activists, community members and organizers to successfully pass stronger tenant protections and anti-eviction programs in Philly.

Plans to win for each of the campaigns will be due by this training session, emailed to jenny@stopthemoneypipeline.com

Cohort Meeting #7
Wed April 29th 2-3pm EST
Leadership ID Workshop
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

We will continue the previous cohort meeting agenda on deepening our skills on leadership identification. In the previous session, participants in small groups will identify who the leader(s) is within a roleplay. This session, we will return as a whole group and discuss collectively who each group identified as the leader, how to approach the ID'd leader, and why.

May

Training #7
Wed May 6th 1:30-3pm EST
Strategic Research
Facilitator: Lauren Parker, Little Sis

Running a strong campaign means having the necessary information to craft strategy. With legislative and corporate targets, this information can be hard to uncover. Participants will learn to research targets and opposition effectively and find the information that reveals where their campaign has leverage to inform strategy.

Cohort Meeting #8
Wed May 13th 2-3pm EST
Honest Conversations with Campaigners: Lessons Learned to Win
Facilitator: Pete Sikora, Campaigns Director, New York Communities for Change

What can we learn from other organizers who've led winning campaigns? Some of the most important work after a campaign wraps is the reflection on the strategies, key moments and decisions, and other lessons learned. We can share knowledge when we analyze our own work and delve into what could be done differently or what was effective and could be replicated.

Our guest is Pete Sikora, who led successful campaigns to pass a statewide ban on fracked gas in new buildings, and New York City's premier climate law Local Law 97, one of the strongest city-level piece of climate legislation in the world, and

Training #8
Wed May 20th 1:30-3pm EST

Finance Campaigning Strategy and Landscape
Facilitator: Heffa Schücking, Executive Director, Urgewald

Many of our campaigns are connected to finance. How is the gas plant being financed? Which insurance companies are underwriting the coal mine expansion? Who are the financial backers of our political opponent?

In this session, we will provide a high-level overview of how to assess if finance campaigning can be an effective strategy for your campaign.

This session will be led by Heffa Schücking. Winner of the Goldman Environmental Prize, Heffa is founder and executive director of Urgewald, a German-based NGO that has been campaigning to end financing for extractive projects for 30+ years. Urgewald's research is used by more than 600 financial institutions and financial regulators.

Cohort meeting #9
Wed May 27th 2-3pm EST
Campaign Workshops Fish Bowl
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

As you will be deeper into your campaigns at this point of the program, we will hold campaign workshop sessions. 3-5 participants per session will bring a challenge they are facing in your campaign work and we will collectively discuss the challenge and potential solutions. The discussions will be in a "fish bowl" style - a small group discussion observed by the whole group, trading off participants so everyone has a chance to join.

For participants who are developing new campaigns, they will have the option of sharing their campaign overview instead of the challenges format.

June

Training #9
Wed June 3rd 1:30-3pm EST
Effective Meeting Facilitation
Facilitator: Jenny Xie and Alec Connon, Stop the Money Pipeline

Whether you're on Zoom or in person, learn to facilitate meetings that engage the activists in your campaign and motivate them towards taking leadership. We often work in coalition or with partners in organizing. This session will cover ways to keep discussions productive, ensure democratic participation, make decisions efficiently, and strengthen your team's cohesion and momentum.

This training will be led by STMP Director Alec Connon and Organizing Manager Jenny Xie. As part of STMP, Jenny helped organize actions and activists in the

Summer of Heat campaign which brought thousands of people in New York City to take on Citibank for its role in funding the climate crisis. Prior to STMP, she was a union organizer and representative for the New York State Nurses Association, representing ~1000 nurses at Montefiore in the Bronx. She was a main organizer in the 2023 3-day strike where nurses at Montefiore and Mount Sinai won historic staffing/patient care protections.

Cohort Meeting #10
Wed June 10th 2-3pm EST
No Cohort Meeting this Week

Training #10
Wed June 17th 2-3pm EST
Campaign Workshops Fish Bowl
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

As you will be deeper into your campaigns at this point of the program, we will hold campaign workshop sessions. 3-5 participants per session will bring a challenge they are facing in your campaign work and we will collectively discuss the challenge and potential solutions. The discussions will be in a “fish bowl” style - a small group discussion observed by the whole group, trading off participants so everyone has a chance to join.

For participants who are developing new campaigns, they will have the option of sharing their campaign overview instead of the challenges format.

Cohort Meeting #11
Wed June 24th 1:30-3pm EST
Momentum Model Training
Facilitator: Sarah Lasoff, Special Projects Manager, Stop the Money Pipeline

The Momentum Model of organizing combines two traditions in social movements: structure-based organizing and mass actions. Structure-based organizations, such as community organizations and labor unions, make instrumental demands, using the base’s leverage over policymakers to win concrete reforms for their members. By contrast, in the mass protest tradition, autonomous groups of individuals create polarizing moments that inspire thousands of unaffiliated people to take to the streets around symbolic, popular social issues.

Seeking to merge both strategies to meet the organizing challenges of our present, some organizations like Sunrise Movement have adopted this model successfully. You can read more about Momentum Model here.

July

Summer Break
No Group Meetings July 1 + July 8

Cohort Meeting #12
Wed July 15th 2-3pm EST
Campaign Brainstorms: Small Groups
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

Returning from our break, the focus of this session will be to reconnect with each other and collectively generate new tactics, ideas, or creative approaches that you can consider for your campaigns and programs. This session, we will be discussing the upcoming sessions of the program and discussing what leads would like to see for the remainder of the program. Leads will be organized into small groups of 2-3. Groups will be determined based on similar campaigns, goals, or other overlap. These small group pods will be a new “buddy system” that we’ll return to for other meetings going forward.

Cohort Meeting #13
Wed July 29th 2-3pm EST
Honest Conversations with Campaigners: Summer of Heat
Facilitator: Alec Connon, Stop the Money Pipeline

In our second Honest Conversations with Campaigners, we’ll be joined by Alec from STMP. He will be sharing lessons learned that are transferable from the 2024 Summer of Heat (SOH) campaign. This was a 13 week long campaign of sustained direct action targeting Citibank in New York City for its role in funding the climate crisis. Anchored by 4 core organizations and organized through deep partnership across movements, SOH aimed to be intersectional, calling out the ways climate is inextricably linked to other issues like imperialism, war, migrant justice, and racial justice.

August

Cohort Training #12
Wed Aug 5th 2-3pm EST
Effective Communication Strategies for Campaigns
Facilitator: Camalot Todd

News and media are a huge part of how people form political opinions and are driven to action. Knowing how to use these communications channels effectively to bolster our campaigns can be a key part of success. We will discuss best practices for op-eds, letters to the editors, how to build relationships with press, and more. Having a well organized comms strategy can not only broaden the door to campaigns and bring more people in, but also pressure our targets and be part of escalatory tactics.

Cohort Training #13
Wed Aug 12th 2-3pm EST
Organizing in Coalition Panel
Facilitators: Liv Senghor (Stop the Money Pipeline), Amy Gray (Stand.Earth), Lila Kohrman-glaser (Lead Locally and Portland Tenants Union)

Many leads are working in coalition and have shared the challenges that come with working in partnership. In this moderated panel style workshop, we will be joined by 3-4 experienced campaigners who have worked in and built coalitions throughout their organizing. Local leads will submit questions ahead of time and they will be summarized to include as many as possible for the moderator to ask panelists. There will also be time for Q+A for any questions leads may have that aren't addressed in the panel portion.

Following up from the previous week's training, we'll dive into social media specific strategy as it relates to organizing. As more and more people engage with politics through these platforms, we'll discuss best practices from online-to-offline organizing and how best to make use of viral moments and engagement to further our campaigns.

Cohort Meeting #14
Wed Aug 19th 2-3pm EST
Practicing Training Skills: Developing Comms Strategies
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

Following up from the previous trainings and the narrative power series in the first half of our program, we now have a number of resources and approaches to developing effective communications as part of campaigning. In the buddy system small groups, leads will spend this meeting reviewing their existing comms strategies for campaigns and identifying how they may be able to apply learnings from the trainings to their work.

September

Cohort Training #14
Wed Sept 2nd 2-3pm EST
Free Space Session

Labor Day Break
No Group Meeting Wed Sept 9th

Cohort Meeting #16
Wed Sept 16th 2-3pm EST
Campaign Shareout
Facilitator: Jenny Xie, Organizing Manager, Stop the Money Pipeline

Members from the cohort who did not have the opportunity to share an overview of their campaign at the start of the program will be presenting on the progress they've made throughout the program.

Cohort Training #15
Week of 9/21
Social Media and Strategic Organizing
Facilitator: Teddy Ogborn, STMP Digital Campaigns Manager

Increasingly, social media platforms are the main space that people, especially younger generations, receive their news and political education. How can we use these spaces to our advantage in campaigns? What makes for not only engaging or high virality content, but effective communication? Participants will receive resources on best practices for content creation and learn about the strategic considerations when embarking on social media strategy.

October

Cohort Meeting
Wed Oct 7th 2-3pm EST
Program Wrap Up

End of Program: October 9th