

Beyond the Hashtag Design Document

Business Purpose	Pacific Northwest Activist Alliance (PNAA) is a membership-based grassroots organization dedicated to community organizing across the Pacific Northwest. PNAA is a 501 non-profit largely funded by members. In the coming year, we would like to increase membership by 20% in order to expand our budget. We live in a world where activism is ever-evolving and now, more than ever, we find community members asking how they can help. This Virtual Instructor Led Training is for anyone across the Pacific Northwest states who might be interested in learning more about activism and how they can get involved in various movements.
Target Audience	Any citizen in the Pacific Northwest aiming to learn more about activism or join the PNAA
Training Time	90 minutes
Training Recommendation	• Once a month, one PNAA member will volunteer to facilitate this basic training virtually over Zoom. • This course will have a variety of interactions and activities for the learners to participate in and get to know each other as a community, including ◦ 1 word cloud (on Mentimeter) ◦ 1 game (on Mentimeter)
Deliverables	• 1 Google Slides Instructor-led training • 1 Facilitators Guide • 2 Infographics
Learning Objectives	At the end of this training, the learner will be able to... • Define the terms advocacy & activism • Identify different types of activism • Discuss measures for safe & effective activism

Training Outline

- Course Introduction
- Agenda
- Learning Objectives
- Advocacy & Activism
- What Matters to you? (*Word Cloud in Mentimeter*)
- Types of Activism
 - Demonstrations & Protests
 - Letter Writing & Petitions
 - Boycotts
 - Strikes
 - Social Media Campaigns
- This or That (*Types of Activism game in Mentimeter*)
- Safe & Effective Activism
 - Be Consistent & United
 - Know Your Limits
 - Don't Discriminate
 - Avoid Group Infighting
 - Non-violent Communication activity
 - Protecting yourself Online
 - Protecting yourself at Protests
- Wheel of Safety game (*Using wheelofnames.com*)
- Course Summary
- Downloadable infographics
- Be a part of PNAA
- Congratulations!
- Resources