

EVERYONE, EVERYWHERE.

A MODEL FOR HIGH-PARTICIPATION DEMOCRACY AND
STAKEHOLDER ENGAGEMENT, ON & OFF CAMPUS



Trevor Wild

National Organizing Manager
March For Our Lives

**MARCH
FOR OUR
LIVES** 



COLLEGES & CAMPUS

UCF Voting Precinct Tops 100% Turnout

UCF's reputation as a voter friendly campus is reinforced thanks to a 107% voter turnout during the 2020 election, which saw eight Knights re-elected to the Florida Legislature.

By Jenna Marina Lee | November 4, 2020



Students wait in line to cast their votes at the Live Oak Event Center on Nov. 3, 2020. (Photo by Nick Leyva '15)

■ ■ UCF's voting precinct, Precinct 538, saw a 107.56% voter turnout

HOW DID WE WIN? PEOPLE POWER!



WHAT IS ORGANIZING AT MFOL?





Today 3:54 PM



this is probably your 732934th election text, but i'm not asking you to vote- literally NO ONE is thinking about the fact that trump might not even accept the results of the election!! we're planning something big just in case- and we need your help organizing 🙏🙏🙏 you in? fill out this form: <http://lil.ms/7fwy/4x2qdw> -march for our lives

California Ballot Guide (Me) 22 OCT 2020

Initial Outreach

Hey [Contact], this is [Agent] with Me rights, and mass incarceration on the in case you need help at the polls. Hav yet?

No, What are the Props?

🏠✅ Prop 15 closes tax loopholes th schools.

🗳️✅ Prop 17 expands voting rights t expands voting rights to 17 year olds f

👤❌ Prop 20 furthers mass incarcer in criminal justice reform.

Negative Response

Have a nice day.

Positive Response & VOL ask

Thank you! We need all hands on deck be able to join us and take action?

The lesson Democrats should take from Florida's \$15 minimum wage vote

Florida voted for Trump. It also voted for a \$15 minimum wage.

By Emily Stewart | emily.stewart@vox.com | Nov 5, 2020, 3:30pm EST

March For Our Lives 🗳️🗳️ @AMarch4OurLives · Nov 3, 2020
Last night we got to phone bank with @ShawnMendes! Check out w he had to say and phone bank with us right now. We're on all day!!

marchforourlives.com/phonebank



30 397 3,134



Olivia @livperryman · 2h
ok who in florida is texting me

Olivia @livperryman

jk it was march for our lives

DISCUSSION OBJECTIVES

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- Understand the “Circles of Commitment” model of public engagement in social movements & its systems for leadership development and role in fostering a more participatory democracy.

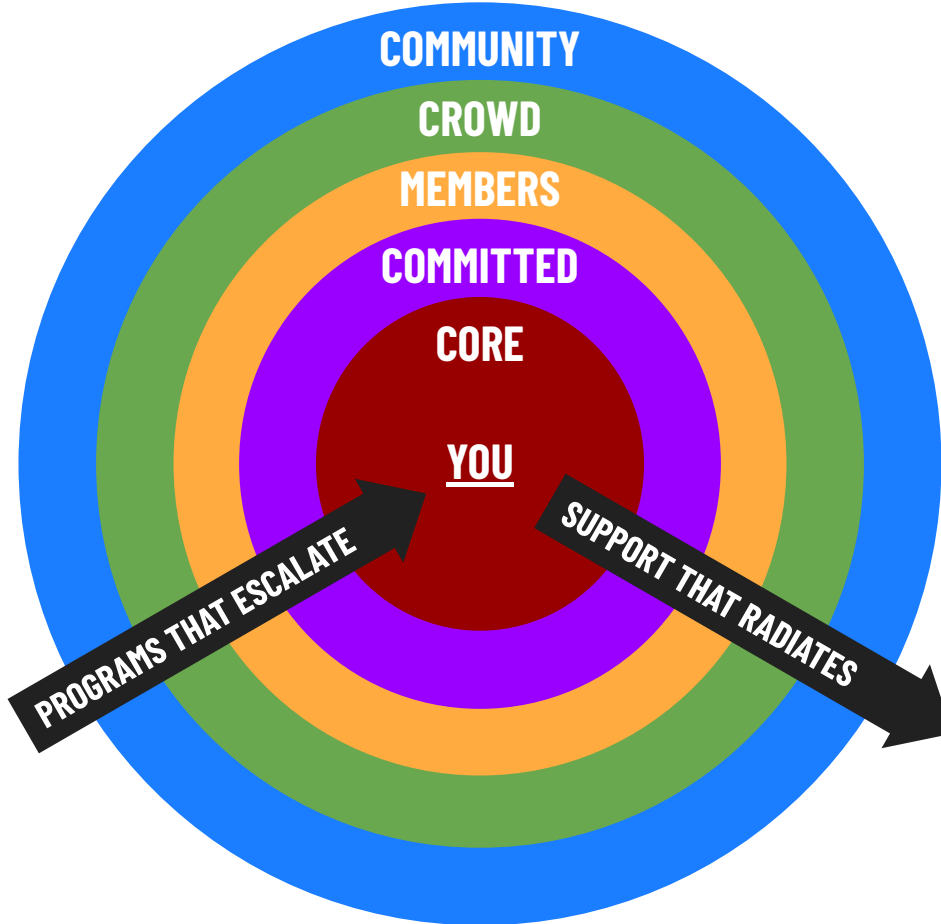
DISCUSSION OBJECTIVES

- Understand the “Circles of Commitment” model of public engagement in social movements & its systems for leadership development and role in fostering a more participatory democracy.
- Apply the model as a framework for increasing “grassroots” student body engagement with Student Government and beyond!

THE CIRCLES OF

COMMITMENT
To tackle issues at home and on campus, we must develop leadership capacity across our community to engage the masses in the policymaking process.

THE CIRCLES OF COMMITMENT



THE CIRCLES OF COMMITMENT

COMMUNITY

**Anyone who can see your message
and is impacted by your campaign**

THE CIRCLES OF COMMITMENT

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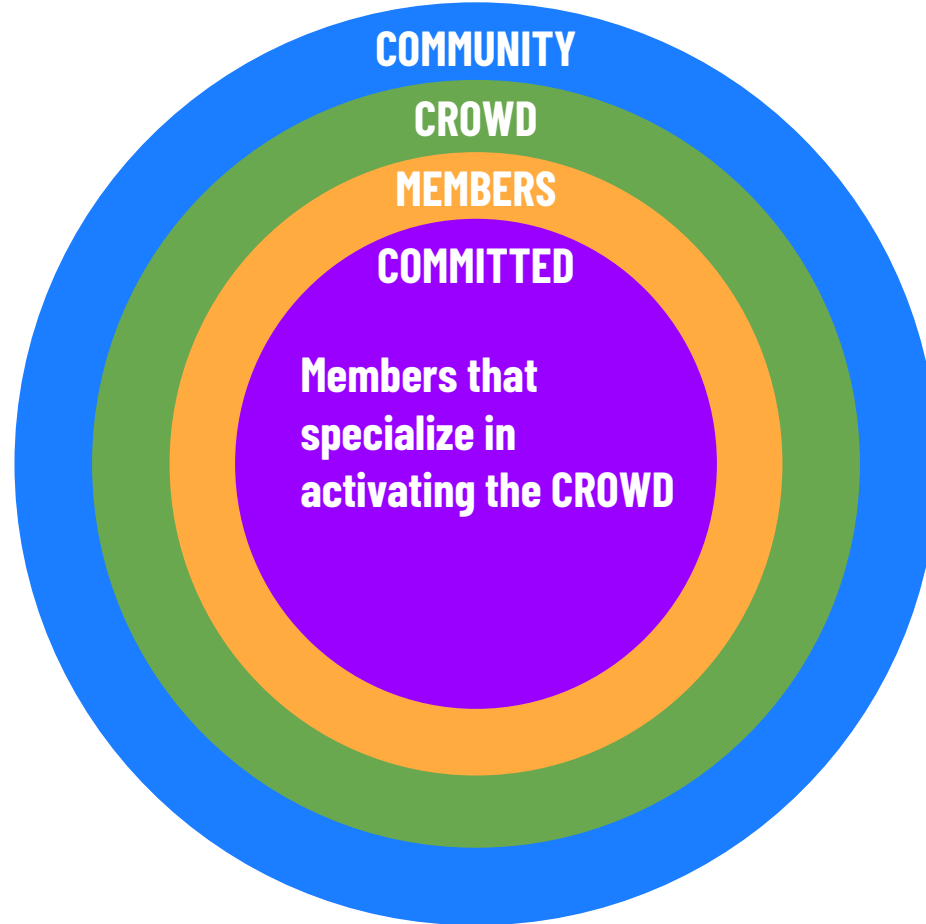
CROWD

Anyone who is activated by things you do. The “crowd” showing up at a town hall or those who retweets your posts

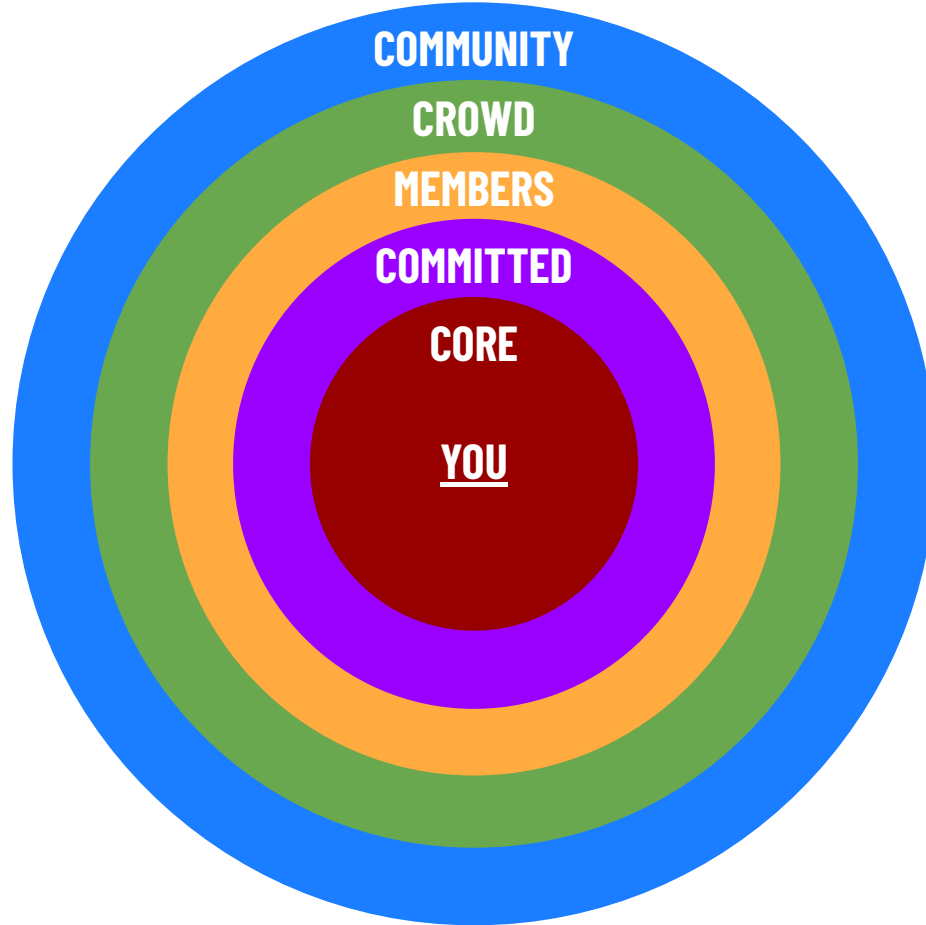
THE CIRCLES OF COMMITMENT



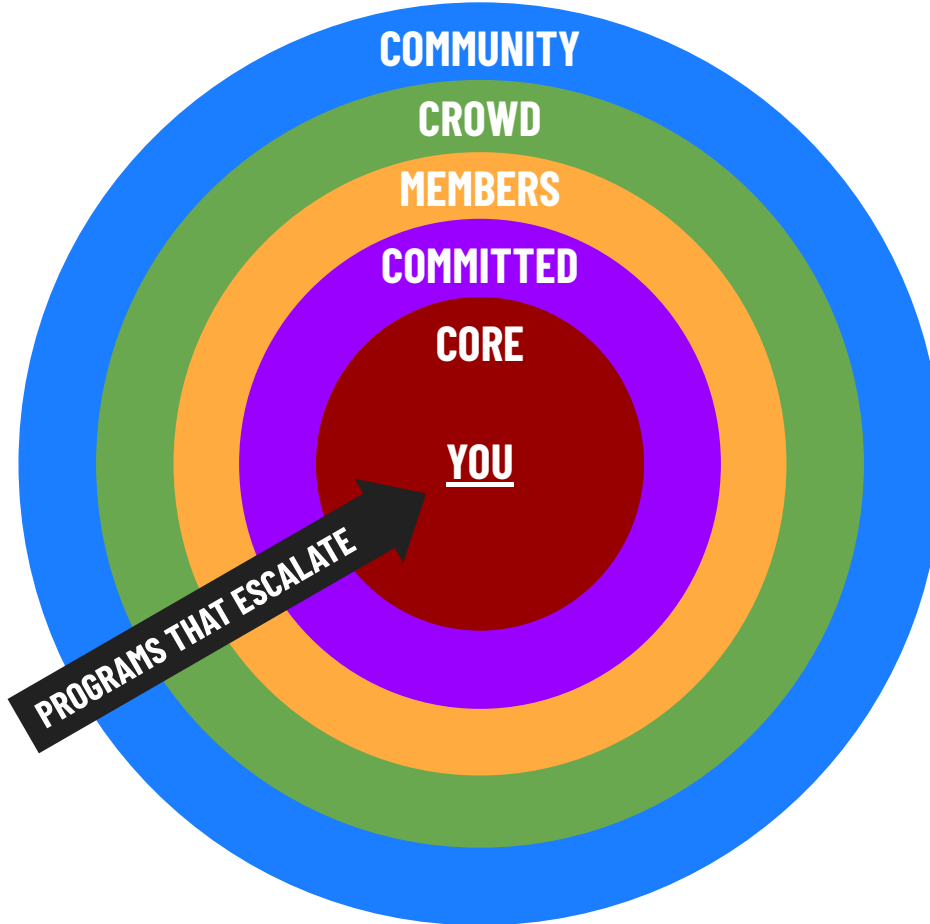
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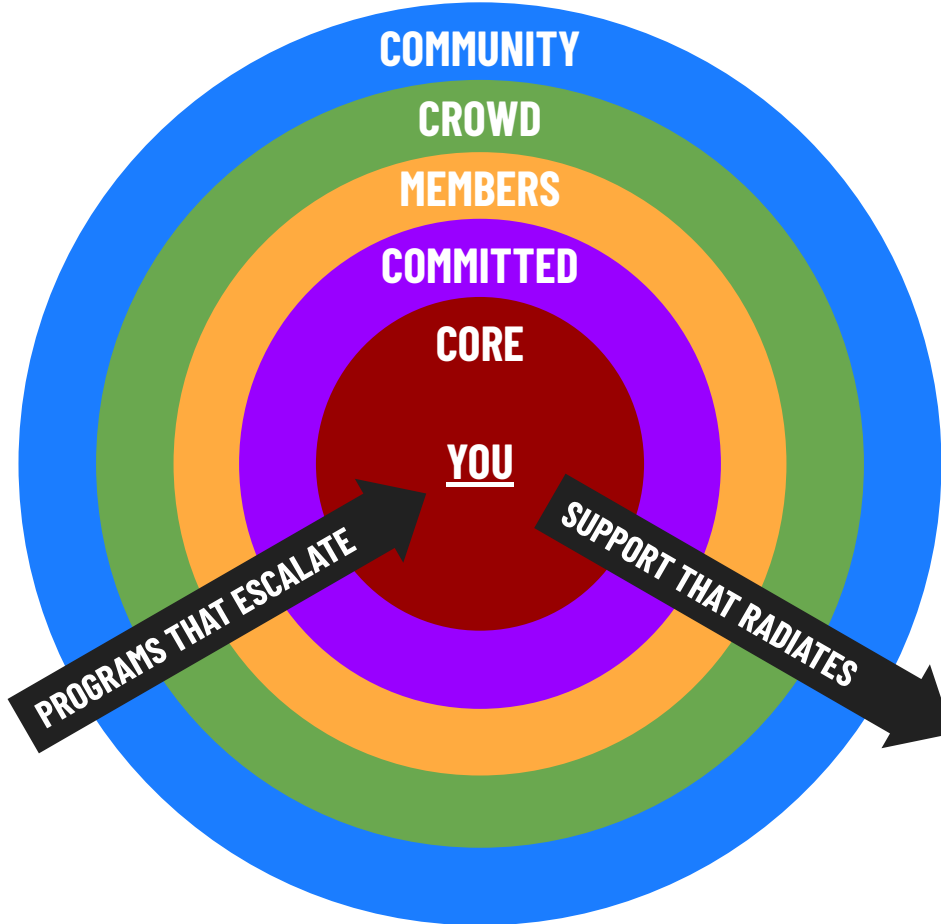
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MFOL Petitions + Events



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Relationships + Collective Efficacy

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Deep Canvassing + Scaleable Tech

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Data Capture + "The First Ask"

Deep Canvassing + Scaleable Tech

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**SEES STUDENT
GOVERNMENT LEADERS
VOTING ON CAMPUS
RESOLUTION**

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- * online/IRL presence marketing
- * consistent, accessible events

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& JOINS MAILING LIST
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- * personal values
- * relational organizing

**REGULARLY MEETS WITH
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JOINS A STUDENT
ADVISORY
BOARD/COUNCIL

- * bold programs that
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RUNS FOR STUDENT
GOVERNMENT POSITION IN
THE FOLLOWING SEMESTER

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ADVISORY
BOARD/COUNCIL MEETING

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volunteer leadership

JOINS A STUDENT
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SEE
GRAPHIC/ZINE/SOCIAL
MEDIA CONTENT ON
CAMPAIGN

SIGNS PETITION/ENTRY
FORM, RECEIVES
REGULAR UPDATES

ATTENDS EVENT OR
JOINS THE DISCORD

SIGNS UP TO HOST AN
OFFICE DROP IN

NEXT STEP PLANNING WITH
MFOL LEADERS
(VOLUNTEERS)

BECOME A COACH TO
OTHER OFFICE DROP-INS

HOST AN ESCALATION
ACTION - OFFICE PROTEST

FACILITATE A PRA
TRAINING (ZOOM OR IRL)

ORGANIZE YOUR LIST TO
ALSO HOST OFFICE VISITS

MEETS WITH A CAMPAIGN
COACH TO PREPARE
OFFICE DROP IN

OFFICE DROP-INS:

- 3-5 IN PERSON
- 15-30 LETTERS

Objective #1, The Circles of Commitment

- **To tackle the issues at home (and on campus,) we must build durable student power through large-scale development of (student) leaders.**
- **Engagement increases as commitment increases.**
- **Commitment is a journey powered by existing leaders.**
- **Each circle of commitment is a unique opportunity to engage in new ways.**

Objective #2, Circles in Action

- **We must be creative and intentional in the design of our programs that engage with our constituencies.**
- **Ask others: How did this person get involved? How can we replicate and scale that? What options do they have to engage in further ways?**
- **Ask yourself: As a core member, how am I mentoring and providing leadership opportunities to those around me?**

Continued Learning

- Purpose Driven Campaigning, 40 Principles for Purpose Driven Campaigning - Australian Progress
- Climate Advocacy Lab - Become a Member!
- MFOL's Theory of Change - "Five Forces"
- **Text "CHANGE" to 954-954 :)**

A large crowd of people is gathered for a protest or rally. In the background, a stage is visible with a large banner that reads "MARCH FOR OUR LIVES". The scene is dimly lit, suggesting it might be evening or night. The text is overlaid on the image in a bold, white, sans-serif font.

**WE ARE MORE POWERFUL THAN THOSE
WHO WANT US POWERLESS.**

WHAT WORLD WILL YOU CREATE? WHO WILL YOU CREATE IT WITH?