

FACILITATION & CAMPAIGN STRATEGY

US-Eurasia Environmental Collaborative

US-EURASIA ENVIRONMENTAL COLLABORATIVE

Building Solidarity across Borders & Generations



FRACTRACKER
ALLIANCE

CRUDE ACCOUNTABILITY

“Transform yourself to transform the world.” This doesn’t mean to get lost in the self, but rather to see our own lives and work and relationships as a front line, a first place we can practice justice, liberation, and alignment with each other and the planet.

-adrienne maree brown, Emergent Strategy

- As a **facilitator**, you help a particular group of people towards a shared objective, normally without taking a position or contributing yourself.
- The **Healing Circles** method of group communication promotes a safe, nonhierarchical space for sharing, brainstorming, understanding differences, solving problems, healing, and forming stronger, more trusting professional relationships.
- Campaign **strategy** is how we get from point A to point B.

Intention

To create a safe space for healing ourselves, each other, and the world

Agreements

- We treat each other with kindness and respect.
- We listen with compassion and curiosity.
- We honor each other's unique ways to healing and don't presume to advise, fix, or save one another.
- We hold all stories shared in the circle confidential.
- We trust that each of us has the guidance we need within us, and we rely on the power of silence to access it.

ADDITIONAL AGREEMENTS

- Hosts will accommodate with slow, articulate language and translation assistance
- Spell out acronyms, simplifying language
- Make as few assumptions as possible (about each other)
- People may choose to turn off their cameras on Zoom if they feel more comfortable. Be understanding that lots of Zoom can be exhausting!
- Take plenty of breaks during the program
 - Feel free to come and go anytime for a break if you need (maybe indicate in the chat)
- We'll use the raise hand function to speak, but may have open discussions/brainstorms where we decide it's not necessary

CHECK IN ROUND

What's on your heart today?



WHO IS SHANNON?



WHAT DOES A FACILITATOR DO?

We're going to brainstorm together in **Cryptpad**

[Link](#) posted in Zoom chat

Password: />zN6cs'

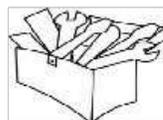
MEETING STRUCTURE

1. Energy Work
2. Set agreements
3. Establish roles
4. Working groups report back
5. Individual report back
6. Agenda
7. Action items (establish point people)
8. Next meeting planning
9. Closing



FACILITATION TECHNIQUES

What's in your Facilitator Tool Kit?



Discover shared purpose, or shared values

-explore metaphors

-share stories

-draw picture of the future

Decision-making

(note: be clear who is making the decision, and how, before you begin! See reverse)

-use small groups to react to a proposal

-voting secret voting, dot voting

Get input

-discussion groups

-have a debate

-I like, I wish, I wonder

-make a word cloud

-write ideas down and collect them in the Big Bowl of Good Ideas

Resolve conflict

-consider using non-violent communication

-mediation

-open ended questions to learn more

Stay focused on one topic

-Parking lot/bike rack

-Framing (this is what we're talking about today, this other topic isn't)

Name "elephants in the room"

-Crunch-toss (developed by sujin lee at CompassPoint)

Learn together/group learning

-Debrief, using pluses and deltas

-Small groups+ teach back

-Fishbowl

-Jeopardy game

Build community

-Circle Process (developed by Indigenous people all over the world)

-story telling

-ask everyone to bring a dish

Build trust

-appreciations

-Group agreements

-Sing together

-Play a game

Change the energy in the room

-ice breakers

-energizers

-dance break

-bring in snacks!

Increase commitment or "buy in"

-Hopes/risks/needs

-7 Whys (from liberatingstructures.com)

Equalize voices, or reduce power dynamics

-1-2-4-all

-affinity groups by identity or position (i.e. gender-based groups, race caucuses, or small groups by positional power)

Other

-improv games

-Theater of the Oppressed

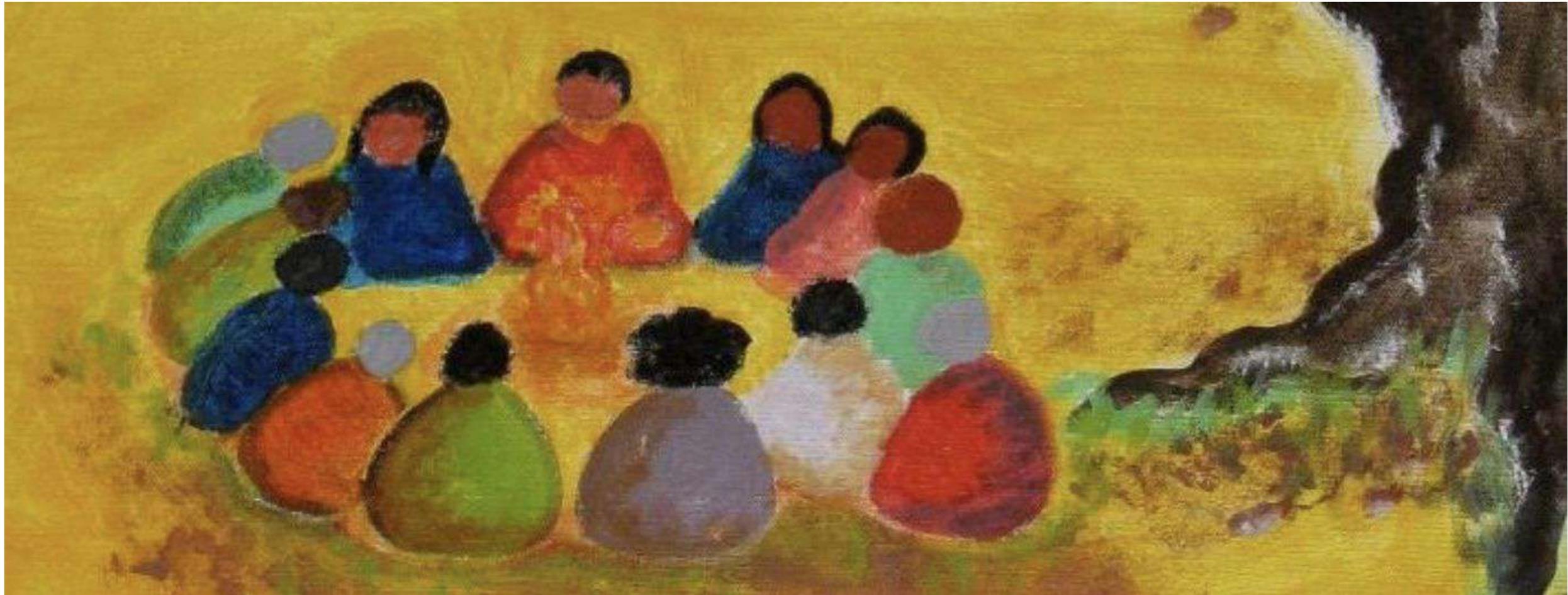
-watch a short video, or read an article, and discuss

-anything in the world you can think of that suits your purpose

Pay attention to the facilitators you admire, and borrow their meeting activities – ask permission and give credit for their work. Find more meeting activities at liberatingstructures.com , ask a teacher or youth worker, or make something up! Just make sure you always start with PURPOSE, and then choose an activity that fits.

Reflecting on what we've discussed so far, think of an example of a productive/exhilarating meeting you've been a part of, and an example of an unproductive/excruciating meeting.

HEALING CIRCLES



HEALING CIRCLES

- Deeply rooted in the traditional practices of indigenous people.
- Used to consider a problem or question, and to help each other's healing
- Have been used in drug and alcohol treatment centers, adolescent prevention and intervention programs, prayer circles, tribal and public schools, reconciliation justice, and English as a Second Language programs
- Promotes self-exploration in an empathetic and supportive atmosphere
- Typically a sacred object is used when speaking and passed to the left

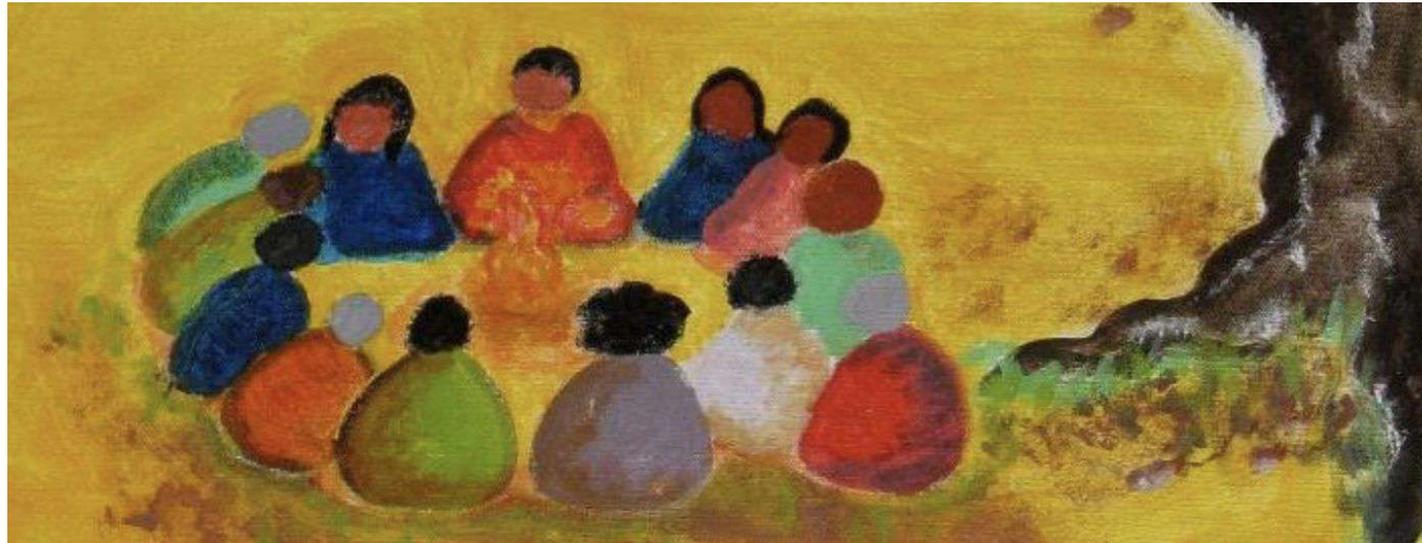


Basic Circle Format

“Healing Circles are functional blends of mechanics and magic. The mechanics are necessary to establish and maintain a safe, conducive environment for magic to emerge. The trick in a Healing Circle is to be vigilant of the balance between the two—to avoid over-emphasizing one at the expense of the other.”

What are the Circle Roles of Host/Guardian?

- The Host and Guardian perform **service**, not leadership, roles in the circle.
- The **Host** is responsible for “tending the fire”: starting the fire and keeping the fire going without the fire getting out of control.
- The **Host** opens and closes the circle and might direct the transition from one segments of a circle to another. The **Host** is usually not there to be a subject matter expert.
- The **Guardian** is responsible for protecting the rim of the Circle, making sure no one gets burned by being too close to the fire, and keeping an eye on those who feel the need to back away from the heat.
- **Circle members both tend the fire and honor the agreements.** All members share responsibility for holding the Circle and for their own participation.



CAMPAIGN STRATEGY 101

A **strategy** is an analysis of the power relations related to our goals and how our actions will change those relationships.

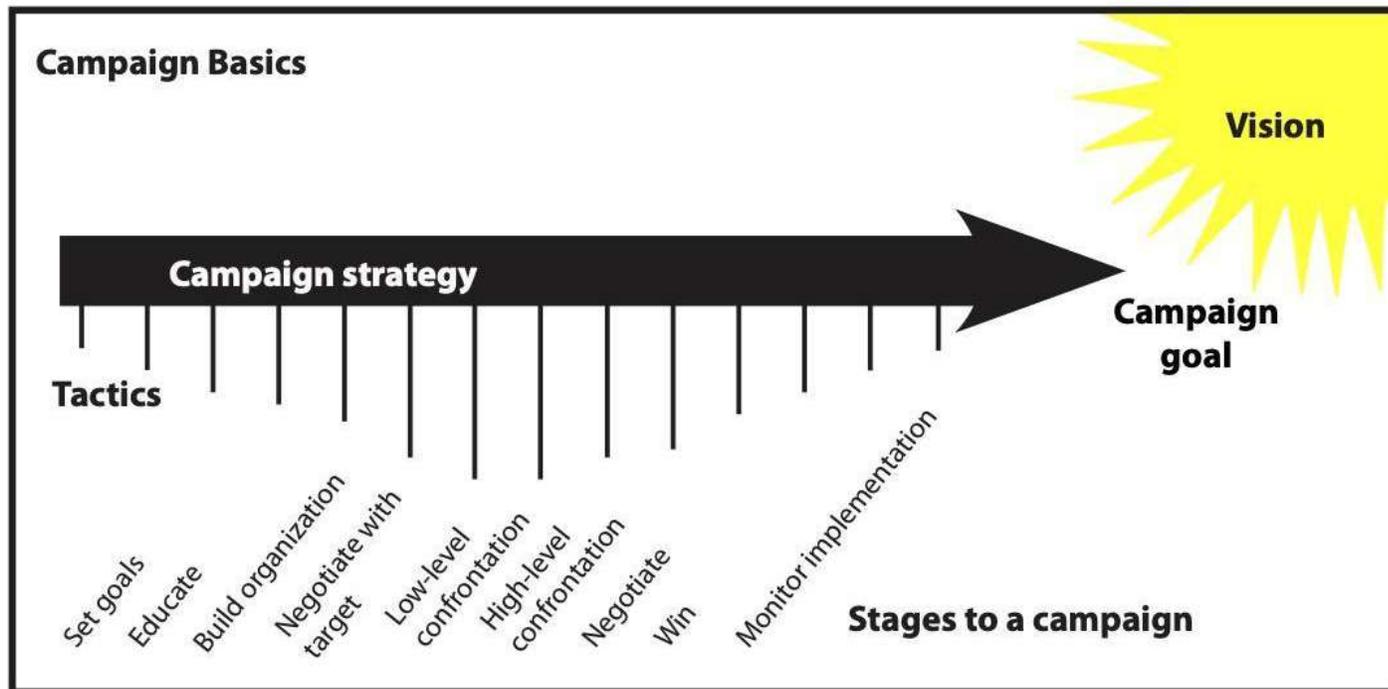
Tactics are the actions we take in support of our strategy.

Setting SMART goals

- **Specific** - The goal clearly explains the purpose of the campaign.
- **Measurable** - We can clearly measure success, quantitatively or qualitatively.
- **Achievable** - the goal is ambitious but realistic
- **Relevant** - the goal matters to you and others and is aligned with other goals within a broader context (like a social movement)
- **Time-specific** - the goal is set within a clearly defined timeline (including starting and ending dates)

The Ruckus Society Action Strategy: a how-to guide

The Ruckus Society defines direct action as the strategic use of immediately effective acts to achieve a political or social end and challenge an unjust power dynamic.



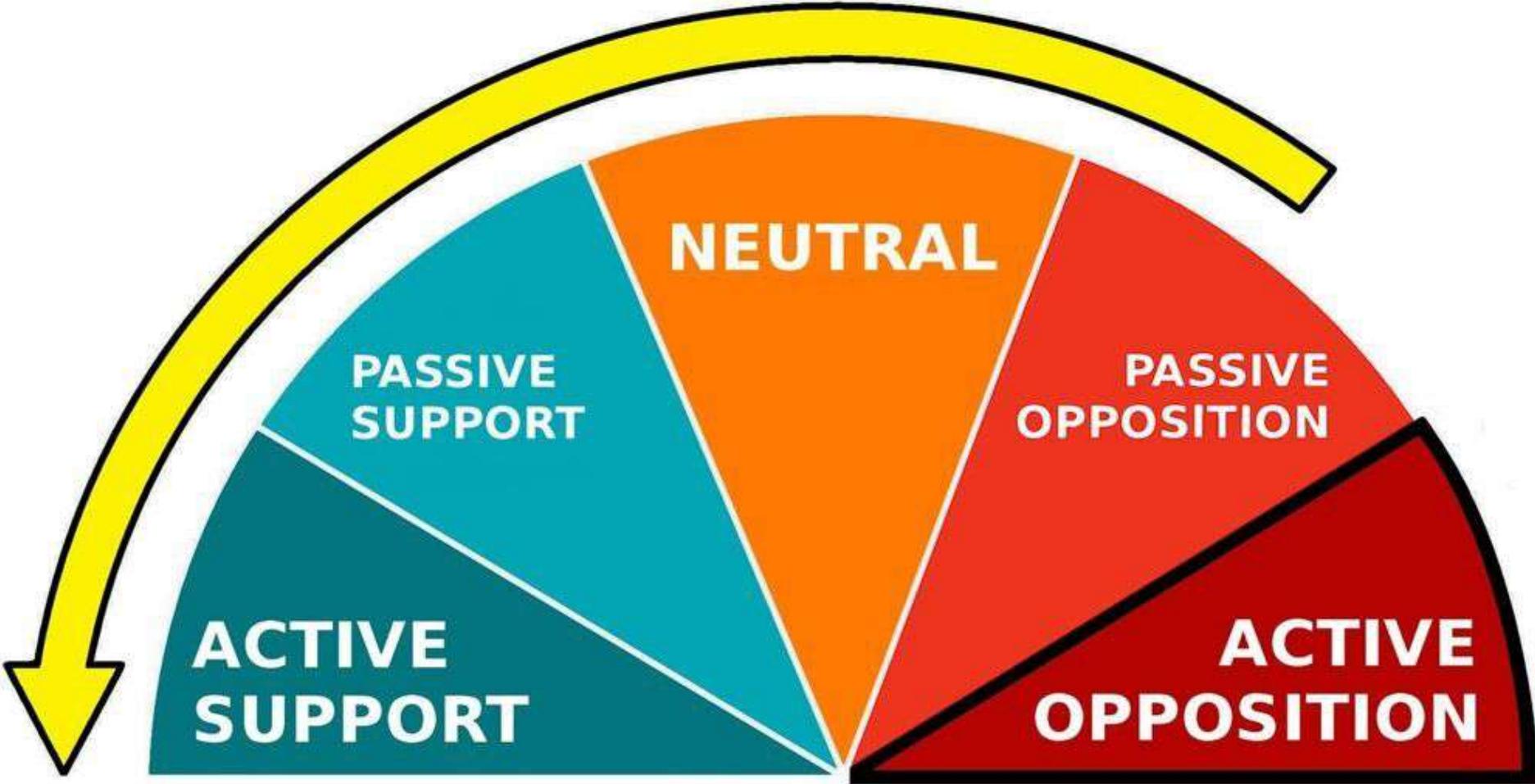
Vision: the way we think the world should be. Visions are big-picture, transformative, compelling, and deep.
E.g., We envision a Canada where First Nations have the right to say "no" to industrial activity on their land.

Campaign goal: what we think we can achieve to solve our problem.
E.g., End unwanted logging by Weyerhaeuser on the territory of the Grassy Narrows First Nation.

Campaign strategy: our plan to get from point A (where we're at now) to our goal.
E.g., Boycott campaign against Weyerhaeuser.

Action: a tactic taken to execute our strategy. *E.g., Protest outside an Office Max store to encourage people to buy elsewhere (as Office Max buys Weyerhaeuser paper).*

SPECTRUM OF ALLIES



Regrouping

How do we plan to celebrate our action once it's done?
What's our plan for debriefing the action?
What does success look like?
What we do want to measure?

Relationships

How will our relationships with key stakeholders be affected?
Will they likely move closer to our view or further away?
We will create new relationships?
Who should we communicate, consult, seek approval from, or collaborate with?

Organization

How will our group be affected?
How will this tactic affect recruitment, member-retention, and the acquisition of new skills?
Will the tactic build trust or exacerbate tension and burnout?

Tone

What is the tone of the action?
Solemn, fun, angry, calm?
How will people we want to engage (participants, passersby) react to the tone?

Goals & Strategy

Is the action part of an ongoing systemic campaign with SMART goals?
How will the action help us achieve our goals? What goals?
Is this tactic in keeping with our strategy, and what has been done before, and will be done after?
Does this tactic embody the lessons we've learned from previous work?

Target

Who is the target?
What influence does the target have on the goal?
How will this tactic impact the target?
How will the target react?
Are we prepared for the target's reaction?

Location

Where will the tactic take place?
Does the location show the problem and reveal the target?
Is the location at the point of consumption, destruction, or decision?

Message

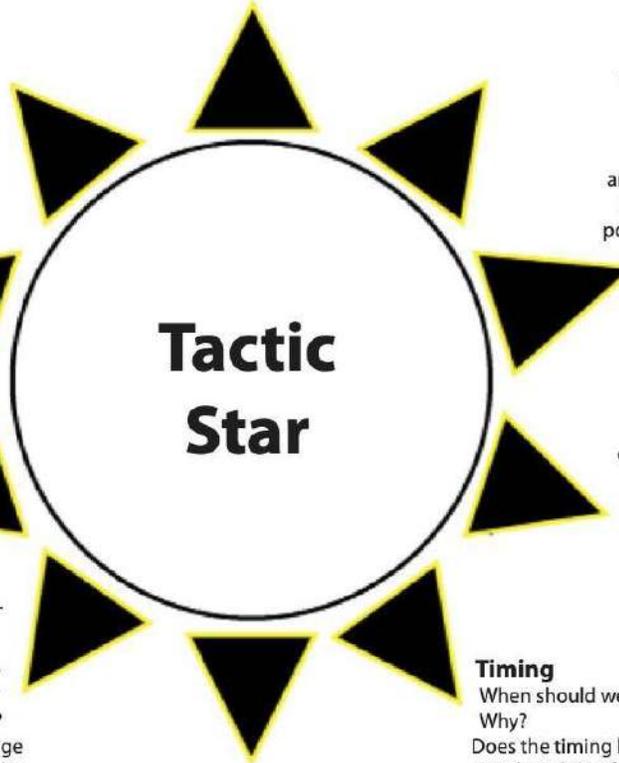
What will the tactic communicate to our audience, target, or allies?
Is it understandable and persuasive?

Timing

When should we do the action?
Why?
Does the timing hold potential for us or vulnerability for our opponents?
Can we take advantage of current events or new developments?

Resources

Is this action worth the limited time, energy, and resources of our group?
Do we have the capacity to pull it off effectively?
Can/should we expand it or scale it back?

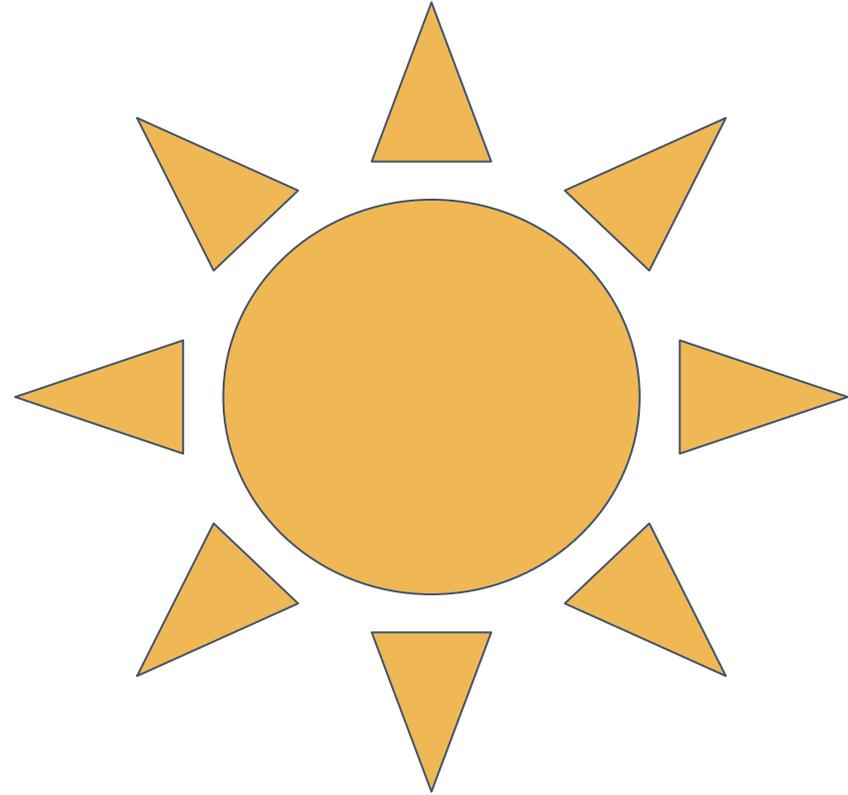


Tactic Star

Here is a tool that guides us through critical questions so we can craft a strategic action. Move around the star from the top, clockwise, refining your action design as you go.

STRATEGY 101: CAMPAIGN BUILDING

- ★ Strategy
- ★ Message
- ★ Tone
- ★ Timing
- ★ Audience
- ★ Allies
- ★ Resources
- ★ Target



AFFINITY GROUPS

Remember: RIVAL

- Roles - Would you rather focus on direct action, communications, police liaison, other roles? Do you want to be in the thick of the action or hanging near the back?
- IDs - What name are you using? Who can vouch for you?
- Vulnerabilities - Do you have any relevant disabilities and impairments, reasons you might be targeted, medical issues, medication schedule, or situations you must avoid? Do you have a buddy that you feel safe with?
- Arrestability - What is your willingness to go to jail versus your desire to stay out? If you are risking arrest, do you have a jail support form and an arrest plan?
- Loose ends - Languages spoken, experience and training level, gender, special skills, etc.

Listening is a rare happening among human beings. You cannot listen to the word another is speaking if you are preoccupied with your appearance, or with impressing the other, or are trying to decide what you are going to say when the other stops talking, or are debating about whether what is being said is true or relevant or agreeable.

Such matters have their place, but only after listening to the word as the word is being uttered.

Listening is a primitive act of love in which a person gives himself to another's word, making himself accessible and vulnerable to that word.

William Stringfellow

Resources to learn more

- [The Practice of Healing Circles: How to host a Circle](#)
- [*The Circle Way: A Leader in Every Chair*](#)
- [Emergent Strategies, adrienne maree brown](#)
- Compass Point - [Follow Up Resources: Facilitation Skills: Creating Inclusive and Purposeful Meetings](#)
- Pipeline Legal Action Network
- [The Ruckus Action Strategy Guide](#)
- Institute for Social Ecology
- “Making Visible,” One Sky Center
- “On Conflict and Consensus,” - CT Butler