

# Strategic Campaigns

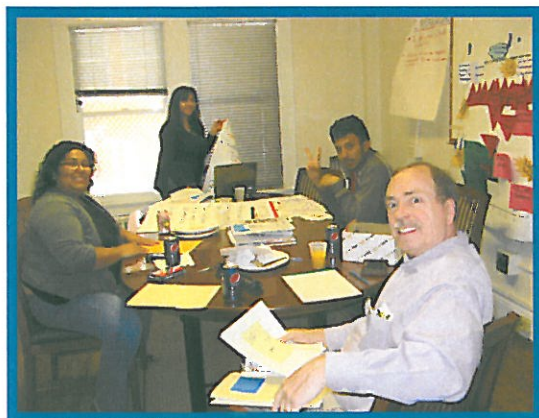
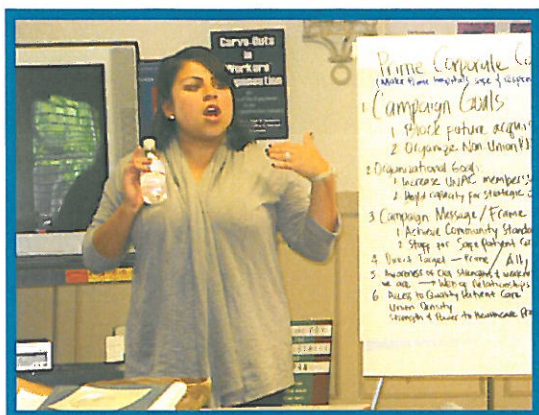
UC BERKELEY  
**LABOR  
CENTER**

## Campaign planning for unions and community organizations

A 5-day intensive workshop, offered by the  
UC Berkeley Center for Labor Research and Education

**March 19-23, 2012**

**Richmond Field Station Building 445  
1301 South 46th Street  
Richmond, CA 94804**



This workshop is designed to help organizers, researchers, field reps and business agents, member leaders, communications specialists and political coordinators to develop deeper analyses of issues they are working on, create strategic plans and learn new tools for their campaigns. Participants will be guided through a series of steps to create a comprehensive campaign plan. The workshop will build participants' ability to:

- move a campaign forward and build the organization;
- improve member participation;
- analyze power dynamics;
- utilize strategies that build on the strengths of the organization and consider the weaknesses of key players;
- develop a unifying theme that the public can support;
- create a campaign plan with timeline, benchmarks and escalating tactics; and
- practice how to revise the campaign plan as events unfold.

The roles of research, external communications, political action, strategic partnerships and membership development will be examined.

Applicants are encouraged to nominate a campaign you are working on to be a case study. Participants will work in teams to develop a comprehensive plan for one of the case study campaigns that are selected.

Organizations are encouraged to send teams of two or more who are working on the same campaign.

Past participants have described the workshop as "the best workshop I have ever attended" and said "this class has opened my eyes to a whole new world of organizing."

The workshop will be led by Stephanie Tang, formerly with SEIU and UNITE HERE, and Karen Orlando from the Labor Center.

### How to apply:

Please visit <http://laborcenter.berkeley.edu/workshops/> for more information and an application form.

Contact Karen Orlando at [korlando@berkeley.edu](mailto:korlando@berkeley.edu) or (510) 643-8366 for more information on applying.

**The application deadline is Friday, February 24, 2012.**

Because of the participatory nature of this workshop, class size will be limited to 20 participants. Participants will be notified if they have been accepted by the beginning of March.

The registration fee of \$800 includes workshop materials, class binder and a light breakfast and lunch each day. Class will run from 9 a.m. to 5 p.m. each day. For those traveling to this workshop, the Labor Center will reserve a block of rooms at a nearby hotel. Lodging is at additional cost. Contact Muttika Chaturabul at [Mootix87@berkeley.edu](mailto:Mootix87@berkeley.edu) or (510) 643-0910 for any administrative questions.