



Imagine the Victory exercise

Goal: walk group through exercise of envisioning their final result (successful public meeting) and then all the steps necessary to get there. This builds ownership and investment in work necessary to move forward.

1) Organizer has everyone in group close his/her eyes and imagine waking up the day after the most successful meeting you've ever been to.

Talks them through visualization (i.e. "It went better than they'd imagined, it was a huge show of support for the environment and a display of democracy. What happened at the meeting? Over 300 community members came. The meeting was run on time. Everyone was able to voice his/her opinion. The press was there and wrote a positive story. All the members of City Council attended, etc.)

2) So how did we get there? (ask group members for their thoughts)

- Worked with City Council so they knew what would happen and would attend
- Worked with press to ensure their attendance and to publicize meeting beforehand
- Planned out meeting well so it could be brief, well-run
- Got friends, family, everyone to attend meeting

3) Build timeline for actions needed, dates they should be completed (draw on flip chart)

- Role play 3-5 days before action
- Turnout Meeting 5 days before action
- Press work
- Work with City Council
- Plan meeting specifics
- Turnout (work to get people to attend meeting)

4) Use these items to form necessary committees to move forward on campaign. Everyone should expect to serve on more than one committee. Everyone is on the Turnout Committee, elect one Turnout Chair to keep everyone focused on turnout and to keep track of number of people committed to attend meeting.