

Grassroots Trainings

State-Based Trainings on Abortion Access and Jewish Values

Overview

In the 2019-2020 fiscal year, NCJW, Inc. is eager to collaborate with NCJW sections and SPAs to host state-based trainings to equip leaders to protect and expand abortion access with a Jewish and faith-based lens in hostile states. These full-day trainings will bring together NCJW advocates and coalition partners to strengthen their advocacy and organizing skills, use state-specific faith based and Jewish values messaging regarding abortion, and create a space to strategize, collaborate, and plan action items.

NCJW, Inc., in close partnership with local leaders and sections, will develop state-specific Jewish messaging frameworks around abortion access to be included in a larger Jewish messaging guide that NCJW will develop. NCJW aims to support sections in acting around reproductive health, rights, and justice.

A potential training agenda is included below:

- Opening and framing: Why we use Jewish messaging in advocacy
- Media and messaging training
- Presenting a faith-based messaging toolkit. Trainings could include: how to talk to media, write op-eds, use social media to advance the issue, and more
- Advocacy and organizing skills. Trainings could include: One-to-ones, house meetings, leadership development, building an advocacy committee, among others
- Framing the history of state abortion policy with a state-based coalition partner
- Strategizing and determining an action plan

In order to be successful, NCJW, Inc. as well as state and local leaders, would need to invest resources and time. While NCJW Inc. would cover most costs associated with the training, the section and/or SPA would play a critical role in recruitment, training, planning, preparation, and appropriate follow up. We ask that the NCJW sections and/or SPA identify at least one point person to be the main contact between coalition partners, NCJW Inc., and NCJW section/s. Please review the list below for information about what NCJW, Inc. could provide and the section and/or SPA commitments.

| NCJW, Inc. will provide | NCJW section will commit to |
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| Full funding for 1-2 trainers to facilitate a day long training, including flights, accommodations, and other associated costs | Identifying a point person(s) to attend minimum of three pre-training planning calls with NCJW, Inc. staff to discuss logistics, develop messaging, and determine appropriate curriculum |
| Messaging toolkit printed with state-specific insert | Printing of any additional materials |
| A minimum of three pre-training planning calls to discuss logistics, develop messaging, and determine appropriate curriculum | Leading recruitment from NCJW section/s, coalition partners, and other groups of interest, with at least 15 people in attendance and a maximum of 60 |
| At least two follow up calls to check in on progress from commitments and offer additional support | Identify coalition partner to attend and take lead on presenting section about state history and current climate around abortion access policy, cultural movements, and other relevant information. |
| A PowerPoint presentation and any additional materials to facilitate training | Acquiring any necessary training materials, such as projector, adaptors, flip charts, and/or markers. NCJW, Inc. will communicate what is needed in advance of the training |
| Up to \$250 towards reserving a space for the training | Identifying a location for training, and provide any remaining space fees |
| Up to \$15.00/person for lunch catering + delivery fee and tip, with final numbers needed at least 1 ½ weeks before training | Identify and organize adequate catering for lunch during the training, and assist in any costs beyond the \$15.00/person |
| A Jewish values messaging guide that will be presented at the training. NCJW, Inc. also commits to developing, in close relationship with state leaders, a state messaging guide insert | Working with NCJW, staff to develop a short guide adapting Jewish messaging talking points to be relevant and appropriate for the specific state. This could be adapting existing points and/or assisting in developing new points. |
| Provide forms for pre- and post-evaluation | Attending at least 2 calls following the training to check in on progress from commitments and determine what additional support would be helpful |

NCJW, Inc. and local NCJW leaders would determine the specific date of the training to be in late November/early December, January, or late February/early March.

To discuss further, and to move forward with hosting a training, please contact Ari Conrad, Manager of Grassroots Advocacy, aconrad@ncjw.org.