

O2O steps-

1. Ad ID's Hustle into Facebook group
2. Follow up message, welcome and connect to leader/member
3. Take action (Video, Share social media posts, call your councilor)
4. Write an op-ed, phone interview with press
5. Direct actions aimed at targeted officials

Level 1: Commitment to the Organizer- Signs petition. Join social media groups. Introduce themselves to the group. Joins group message with leaders and other new members to gain trust.

Level 2. Commitment to the Organization - Take action (social media) (15 sec video)

Level 3. Builds Organization - Recruits others for social media groups. Shares petitions/graphics on social media. Hustle. Phone calls. Welcoming new members in groups. Runs part of the agenda. Dues paying member. Moderates groups. (online public comment)

Level 4. Participates in an activity that engages target - Writing/Signing on to Op Eds. Press conferences/releases. Make memes and graphics aimed at electeds and other targets. Phone interview with press (Speak at public comment in person/tele-conference)

Level 5. Participates in direct action. Take on target. Negotiates with target. Participating in storytelling w/ elected officials. Make memes and graphics. (lead a workers meeting/agenda creation) (lead webinar)