

NEVER ★ AGAIN ACTION

Skillshare Membership Meeting

August 22, 2024
Photo credits:
Chicago member
Chana Shapiro



Welcome!!!!

- Share your access needs! 🦾
 - Hay traducción al español
 - We are recording 🎬
 - Speak slowly and clearly 🎤
 - Stay muted, raise your hand 🙋
 - No AI 🤖
 - Move up, Move back
 - We are all responsible for this space
 - Chat away... 🗣️
- ...but let us know if it's too distracting! 🙄



Agenda:

- Grounding and Land Acknowledgement
- Meet the new Director of NAA!
- Breakout warm-up
- Intro to Skillshare Series & Political Education
- Ritual
- Birddogging Training
- Closing



Highlighted NAA Principles:

- **We trust each other to lead.**
 - Skill sharing is an example!
- **We learn how to build power together.**
 - Political education
- **We commit and we grow.**
 - Embrace growing edges
 - Learning together can be difficult and messy



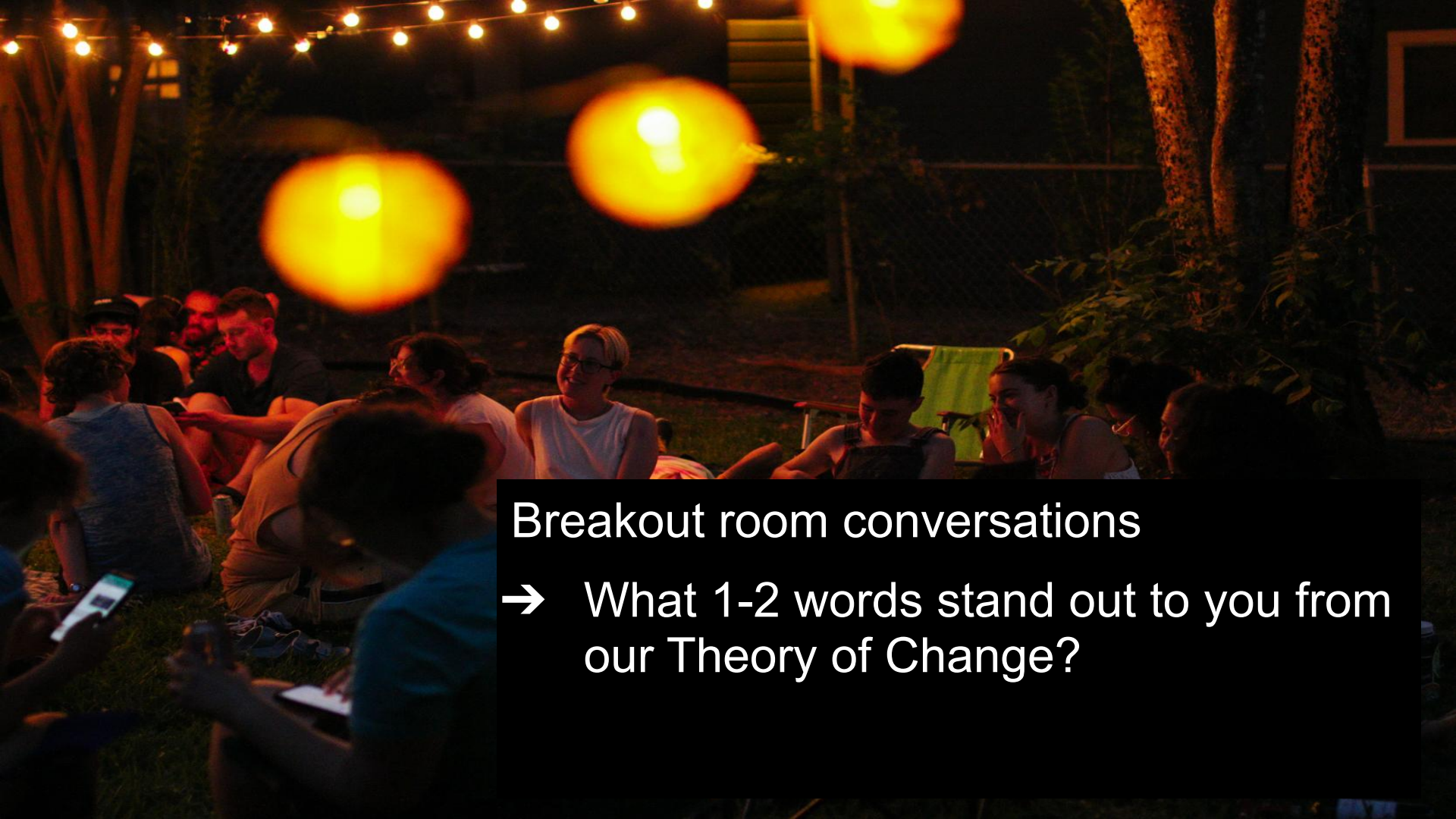
Grounding

Land Acknowledgement from deirdre judge

Meet the new Director of NAA!

Jules Rose (they/them)





Breakout room conversations

→ What 1-2 words stand out to you from our Theory of Change?

Theory of change

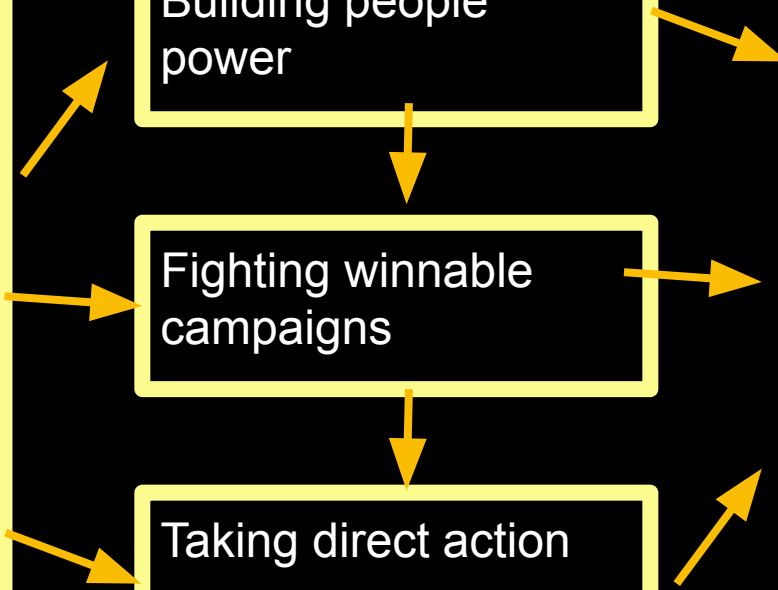
If we meet our commitment to train and organize Jews and allies to take action alongside immigrants to fight white supremacy and the deportation machine by.....

Building people power

Fighting winnable campaigns

Taking direct action

...we can add the critical capacity to a multi-racial, multi-status movement that we need to end detention and deportation and work towards a world where no one is illegal



What is political education?

“the practice of studying the history and analysis of struggles for social, political, geographic, and economic power with the explicit purpose of strengthening political organizations and movements for social change”

- Center for Political Education





Why do we care about political education at NAA?

- Democratized org
 - Everyone needs to think about the big picture
 - Start of the skillshare series! People in the org are sharing skills no matter what their official role
- Clarifying a shared politic informs our values (ex: structural change) which inform our tactics (ex: birddogging)
- Unified vision = unified movement

“The current context is complicated and shifting, so we need study to gain more understanding of our conditions. What does it mean to be on “the front lines” of a struggle? How do we identify targets? What tactics should we choose? How do we put everything together to make change? All of these questions are informed and shaped by political education.

None of us is born already understanding how to do all this.”

-Rachel Herzing, CPE

Theory of change

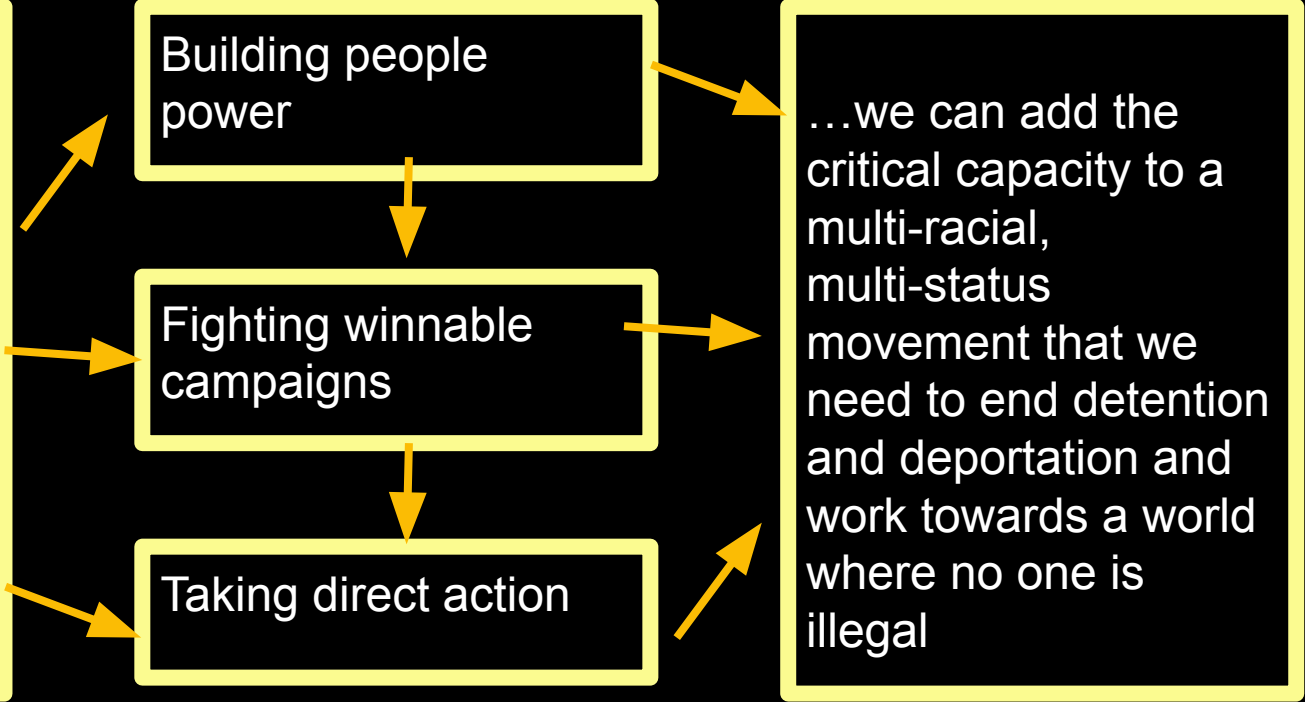
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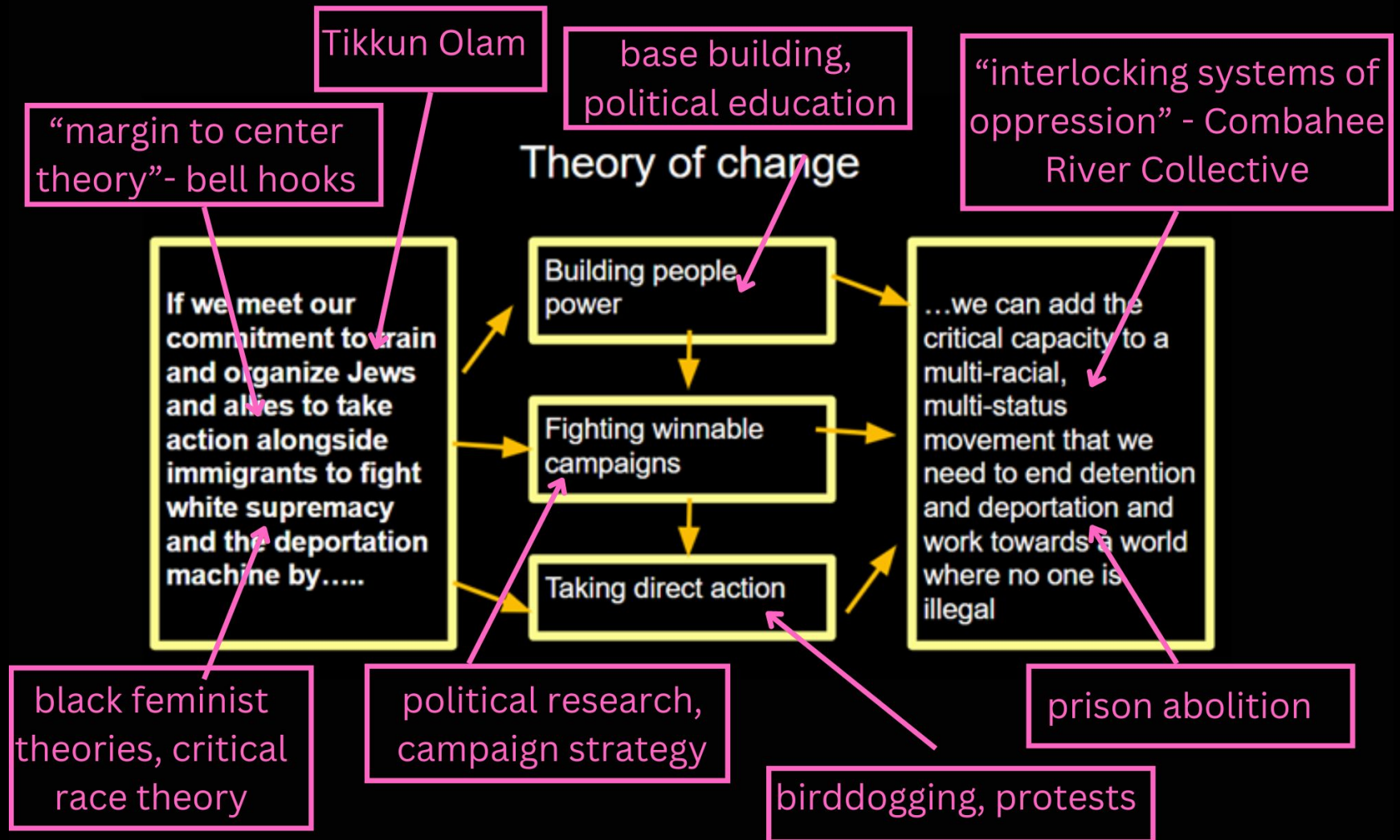
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Zoom in on Prison Abolition: Freedom for Immigrants

“Abolitionists study the complexity of the relationships that fuel incarceration. For example, the immigration detention system is not just made up of immigrant prisons and jails that confine human beings. The immigration detention system comprises the transnational and domestic prison corporations, guards’ unions, police departments, federal government agencies, and legislatures that make immigration detention possible and profitable. These relationships should be scrutinized, and we should apply the same level of skepticism to them that we apply to other federal government contracts and programs.”

Skillshare series

- Democratized political education
- Drawing on the skills, knowledge from the group
- Engaging together to grow our minds and skills
- Theory and values undergird the choice of tactics shared, the methods, and the messages



Ritual/grounding moment

Sonya Mendoza, NAA Member on
Content Team and National Strategy
Team



Birddogging Training

Adam Singer and
Sasha Berkoff

August 2024

What is 'birddogging'?

Hunting dogs scare birds into flying, for their allies to shoot down. Thus:

Birddogging is **a tactic to create social media content** by confronting politicians.



Push Birddogging (Friendly)

- “Push” birddogging intends to *push* the target to commit to an action for your side (e.g. signing a petition, agreeing to a formal meeting, participating in a boycott)
- Raise awareness of your issue both in the moment, and (through social-media sharing) the wider community

Bait Birddogging

- “Bait” birddogging intends to *bait* a natural, potentially negative, response from a target who might be opposed to you
- Targeted towards those who have the power to make change (CEOs, business owners, local orgs, educators)
- Goal is to make *them* look like the unreasonable one

Placing Georgetown
graduates in the halls
of Congress...

Hi, my name is
Kobe, I'm with this senator.

Do you have a potential target in mind?

Things to Consider

- Who has the power to make change?
- Who have you already approached in a “less escalated” way?
 - Who are their competitors and associates?
- Who can you get access to? If your initial approach of a high-profile individual isn't successful, you can apply these same methods for other folks who can be approached for comment.

How to find your target?

- Subscribe to their mailing lists
- **Track their public appearances**
- Find out their local haunts
- University/School/Association event calendars

Preparation and Choosing Your Question

- Identify target person/company/entity
 - Make sure you know what they look like
- Choose good questions and bring printed-out copies of petitions that resonate with you, and a **working pen**
- Business cards can be helpful on the intro
- **Roleplay before the day is key**

The In-Person Team



The Question Asker



- Polite and well-dressed
- Well-practiced asker
- Bring business cards
- If you bring a petition, it must be accessible to read and be signed
- Firm handshake

Videographer



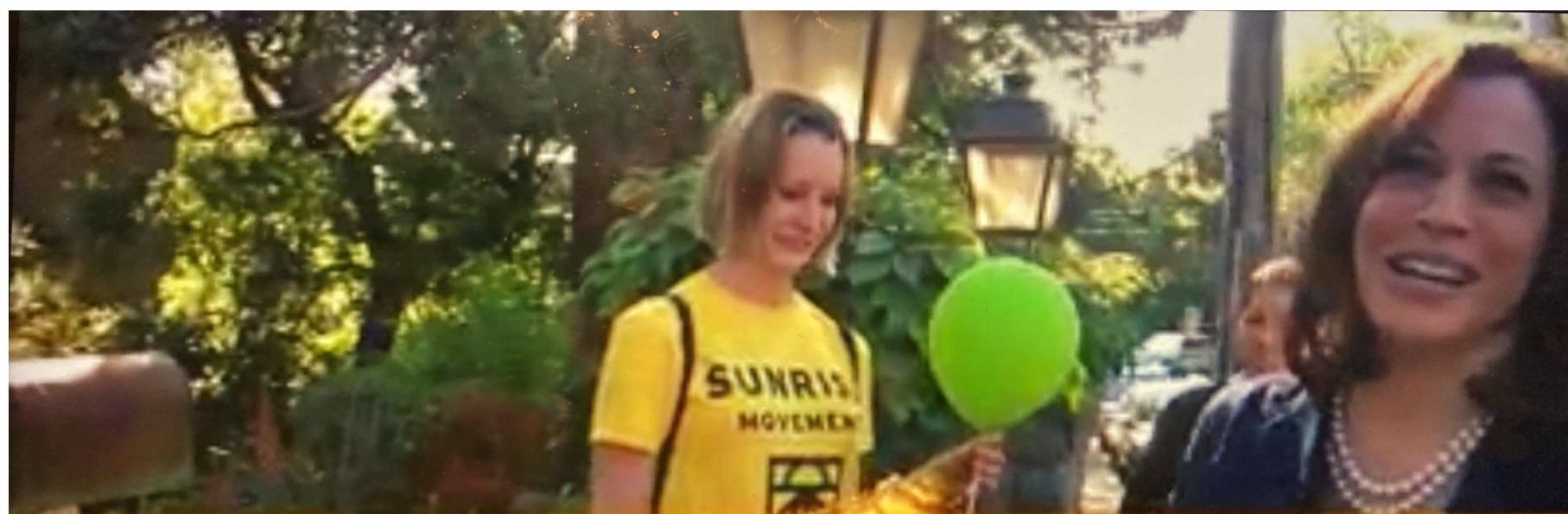
- Fully charged cameras, ready to take pics/video
- Highest quality camera possible
- Lav mics are good



The Luigi

- Backup in case something goes wrong
- Bag carrier
- Crowd control





**Sen. Harris: That's very thoughtful of
you guys, I appreciate it.**

Roleplay time: ice cream for all

You are part of a campaign to guarantee everyone free ice cream in the summer. There's a local town hall that a few state senators are attending.

- Senator Friendly is a potential ally. They've campaigned for hot-weather relief for all citizens.
- Senator Obtuse is in the pocket of big-popsicle. They will never agree to a policy that helps out their donors' biggest competitor.

Let's workshop a "push" question for Senator Friendly and a "bait" question for Senator Obtuse.

Now it's your turn!

Roleplay asking Senator Friendly or Senator Obtuse your question(s)

How'd it go?

Showtime! Approaching your target.

Having chosen your question/petition and practiced it, this is the real thing!!

- Be well-dressed and polite, never antagonistic.
You want to look like the reasonable one in the video.
- Speak your question clearly, having practiced it and your tone of delivery.
- If you have a petition, make sure you have it on a clipboard, with a working pen at the ready.
- Thank them for their time, and dismount with a calm walk away.

Immediately after the event

Share Video ASAP

- Immediately send to your comms team
- Get subtitles in white or yellow to improve accessibility
- If possible, edit to cut extraneous footage

Debrief

- What were targets like off-camera?
 - This could be its own blog, if your group has an active account on Medium or other public social media posting platforms
- Lessons learned for next time

The online work

The post itself

- Use consistent hashtags
- Tag relevant influencers with large follower counts
- Tag the target, if they have a verified account
 - **Watch out** for parody accounts
- Tag potential future targets or associates
- Even a non-successful birddog could be a successful post, e.g. “Our target didn’t show up to answer our questions”
- Patterns of behavior are powerful

Track Commitments

- Start a spreadsheet of people you contact
- For “push” birddogging, keep track of how targets respond
- Follow-up results (or lack thereof) can be a source for more social media content

Questions?

Let's Keep Sharing our Knowledge



<https://bit.ly/Skillshare-Eval-Survey>

Thank you
for being a
member!

NEVER ★ AGAIN
ACTION



National teams:

Access

Content

Phone banking!

Local chapters

Austin

Wisconsin

Nashville

Memphis

Chicago

Boston

Rhode Island DC

(Kinda NYC!)

The image features a dark blue background. On the left side, there are three overlapping circles of varying shades of blue and grey. The text 'Key question:' is written in white, sans-serif font, centered within the overlapping circles. A small white dot is positioned to the right of the text, near the edge of the largest circle.

Key
question:

Key
issues:



Our Role As Allies in the Movement

- Direct action alongside partner campaigns
- Engage non-immigrants to shift public opinion
- Mutual aid/ Direct Support

Theory of change

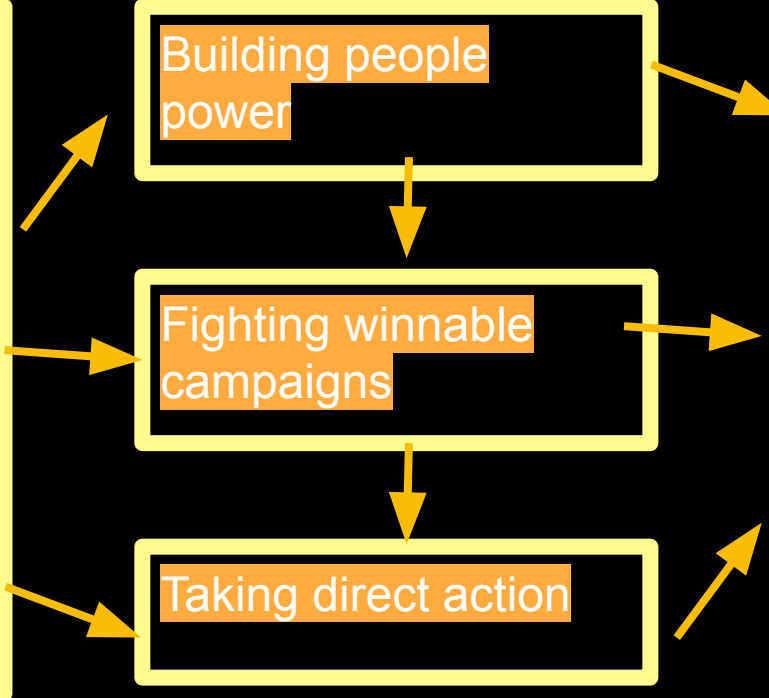
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Taking Back the Narrative

Coalescing the Left Around Fascism

- Fascism is a threat, fascists thrive on demonizing outgroups, demonizing immigrants is part of this project

Centering Personal Stories

- Using the platform and reach of Never Again Action to tell frontline immigrant stories

Connecting Police Violence to Immigration

- They are different faces of the same system

