

Leadership Skill Workshop

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New York Metro Chapter - 22,283

Define your objective: Distributing information? Building your listserv? Recruiting new members? Engaging current members?

Define success: Number in attendance? Sign-ups? New vs returning? People taking action or taking on organizing roles? Press attention?

Effective engagement:

- One on one outreach & follow up
- Public forums / events, panels, relating single-payer to other justice fights
- Annual Lobby Day & Days of Action
- Collaboration & coalition building with allied organizations, electeds & unions
- Fellowships
- SNaHP Chapter support
- Working Groups & Committees
- Workshops / Trainings / Toolkits: Speaker trainings, lobbying trainings, writing workshops, social media & tech skills trainings
- Op-Eds, LTEs
- Tabling / Flyering
- Speaker Bureau & Speaking Engagements with organizations, community groups, Grand Rounds
- Creative Interactive Outlets: art builds, dance parties, picnics, film screenings, 5K Fun Run, Stroll, Roll
- Medic Services & mutual/direct aid
- Contact tools / forms / QR Codes, lower barriers to taking action
- Internal political education, anti-racist principles, accessibility, inclusion
- Ladder of Engagement with transparent internal processes, clear communication & opportunities to move up
- Demonstrations / Marches / Direct Actions

Mixed success / more difficult to assess

- Solo, strictly single-payer, public events
- Business Outreach
- Resident & Early Career Outreach / Retention
- Celebrity outreach
- Social media - Facebook, Instagram, Twitter, #MedStoryMonday campaign

Charlotte NC - 4300 members

These have worked:

- Tabling/booths at Pride Festivals, YMCAs, health fairs
- Presentations to groups - Rotary Clubs, senior/faith/political/MD groups
- Speaking to elected officials (resolutions in progress), even supporting a Senator
- Allying w/ unions
- Undergraduate student chapters

These haven't seemed to do much, but:

- Public meetings, movie screenings (CO), invited speakers, parades/marches
- OpEds, LTEs - but worth trying, esp. if editor sympathetic
- Newsletter - but important to stay in touch w/ members
- Approaching corporate leaders - but a single strong advocate might do wonders
- Facebook group - but TikTok et al may be more effective

Georgia

These have worked:

- Documentary Night
- Virtual Phone / Text Banking
- Passing resolution at city council

These have not worked:

- Engaging with deeply conservative state legislature
- Engaging rural communities and physicians