

# 2024 KAIROS FELLOWSHIP OVERVIEW

**FOR ORGANIZATIONAL  
LEADERS ONLY**

## **SKILL-BUILDING FOR A PURPOSE**

Ensuring Alignment With Each Organization's Goals

**SESSION 1 & WORKSHOP**

### **CUTTING DIGITAL TURF**

Finding Our People Online

**SESSION 2**

### **DIGITAL CANVASSING**

Writing For Digital – Email, Petitions, Social

**SESSION 3 & WORKSHOP**

### **DIGITAL ORGANIZING MAT**

Understanding Metrics And Interpreting Digital Data

**SESSION 4**

### **BASE BUILDING EXPERIMENTS ONLINE**

Novel Approaches In The Digital Realm

**SESSION 5 & WORKSHOP**

### **LEADERSHIP DEVELOPMENT**

Finding And Growing Member-Leaders In Digital Spaces

**SESSION 6**

### **HOW TECH SHAPES THE TERRAIN**

Contesting For Power Of The Digital Realm

**SESSION 7  
(EXTENDED) & 8**

### **DIGITAL IN ELECTORAL SEASON**

Topics Such As: Geotargeting, Microtargeting, Ad Buys, Voter Data, And Recruitment For Phone Banks And Text Banks

**FELLOWS PLUS  
INVITED  
GUESTS**

## **CLOSING AND CELEBRATION**

**EIGHT KEY LEARNING SESSIONS FOR FELLOWS**



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## SKILL BUILDING FOR A PURPOSE: ORGANIZATIONAL LEADERSHIP SESSIONS

Fellows will be quickly developing skills that are usable by host organizations and Kairos wants to make sure we align with the leadership of the organizations on what's most important. These first two sessions are for EDs, organizing directors, or supervisors to get an overview of the fellowship, get aligned around systems of support for their staff (from Kairos and from the host organization), and share systems of communications.

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## EIGHT KEY LEARNING SESSIONS FOR FELLOWS

From March to July, fellows will meet in sessions and workshops to learn and practice key skills. The curriculum arc begins by grounding the fellowship in the Kairos approach to digital organizing – which, spoiler alert, is just “organizing.” We will help fellows find their people online, communicate with the people they are organizing, and develop metrics that serve organizing goals. We will then move on to more advanced skills such as experimentation and leadership development. And finally, we will wrap up with two sessions focused on digital in the electoral session, with one of them an extended all-day session.

Each session is two hours, except for the all-day session in June.

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## CLOSING SESSION

As a final wrap, we will have a special session to hear from fellows about the amazing work they did over the course of the fellowship. Movement leaders and colleagues will be invited to this closing session.

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## SCHEDULE

<b>THU, 2/22</b>	Organizational Leaders Session
<b>THU, 2/29</b>	Organizational Leaders Office
<b>THU, 3/7</b>	Hours Fellows Session 1
<b>THU, 3/14</b>	Workshop
<b>THU, 3/28</b>	Fellows Session 2
<b>THU, 4/4</b>	Fellows Session 3
<b>THU, 4/11</b>	Workshop
<b>THU, 4/25</b>	Fellows Session 4
<b>THU, 5/2</b>	Fellows Session 5
<b>THU, 5/9</b>	Workshop
<b>THU, 5/23</b>	Fellows Session 6
<b>THU, 6/13</b>	Workshop
<b>THU, 6/27</b>	Fellows Session 7 (Full Day of Programming)
<b>THU, 7/18</b>	Fellows Session 8
<b>THU, 8/15</b>	Closing

