OUR COPA

HERE COMES THE CUP

We're living in a historic moment, with the FIFA World Cup taking place across three countries for the first time - Canada, Mexico, and the United States. This is the time to come together across countries, all for the love of the game.

Whether you're a lifelong football fan, or just really pumped about watching at home with your tias y tios – This is our copa. This is our chance to bring our local communities together around issues of justice, culture, diversity and the beautiful game of football.

If you are planning, or want to, attend a community event during the World Cup, this toolkit will teach you everything you need to know about how to organize fans while watching games. You can learn more about the Our Copa campaign by visiting www.ourcopa.com.

ORGANIZING AT EVENTS

WHY?

Organizing, at its core, is the strategic process of building collective power to drive social and political change. While it might seem unconventional at first, a fan event for the World Cup is actually a GREAT place to organize!

We deeply believe that the best way to bring people into a movement (in this case, the movement to build power for the multi-racial working class!) is to meet people where they're at, and this summer people are going to be at the World Cup – at games, at watch parties, and at fan events! Football is a sport of the working class, so what better way to bring people into the movement than to intentionally connect over your shared love of the game.

Politics are intwined in every aspect of our lives, and sports are no exception. From the decision of where to host the games, to player wages, to ticket prices, everything about the game has underlying politics and therefore present opportunities for connection and organizing at these events.

FIND AN EVENT

Official FIFA Fan Festivals and Zones are happening in almost every host city in the US. These zones are free festivals, often with live entertainment and interactive stations, where fans can watch games with tons of other fans. The host cities are: Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York/New Jersey, Philadelphia, San Francisco Bay Area, and Seattle. To find more information about the Fan Festivals, simply use a search engine and search for "FIFA Fan Festival [City]."

Additionally, local football clubs or other community groups may be planning their own World Cup parties! Here are some great ways to find local events:

- Simply search for "football club" or "World Cup watch Party + your city,
- Search specific Reddit threads to find more information – the subreddit for your city is a great place to start,
- Search event platforms – such as EventBrite – for local events.

CONVERSATION

How do you talk about politics in a "non-political" space? Here are some tips and tricks:

- Ground your conversation first and foremost in the connecting tissue between you and the person you're talking to. In this case, that will probably be a love of football, sports, social gatherings, or even the food you're eating!
- Listen closely to what your companion is saying so you can start to understand: What do they care most about in this environment?
- Once you start to understand their values, you can bring up topics of conversation about the politics that underlie what they care about.
- Gauge their response to the political aspect of the conversation: Do they agree with you? Disagree? Is this new information? Do they seem ready to take action? Are they curious? Are they riled-up?
    - Based on their response, you can point them many different ways:
        - You can offer to send them additional information about the topic.
        - You can send them a link to a direct action they can take.
        - You can help them research groups to get involved with that are addressing the issues they care about. (Like Working Families Power & Mijente Support Committee!)

Here's an example scenario:

> You show up to a watch party and strike up a conversation with someone. You talk about the game and realize you are both life-long football fans. Your companion reveals that they've been frustrated with how expensive and inaccessible games have become, not to mention how junk fees have raised prices even further. They feel like they have no power in this situation. You listen intently and realize that they are really passionate about this and ready to take action. So, you suggest that they get involved with Working Families Power – a group building power amongst the multi-racial working class. While this is a complicated issue, and will not be solved directly or quickly, getting working class champions into political office will allow issues

like these to actually be heard. And, of course, you also ask them if they've checked their voter registration status to make sure they're ready for the midterm election in November!

As you approach these conversations, remember these general guidelines:

- Actively listen,
- Find common ground,
- Approach the conversation with curiosity,
- Whenever possible, encourage your conversation partner to take action then and there – specific action ideas below!

ACTIVATIONS

Coming soon! We'll have simple actions for you to talk with your fellow fans about.

- Text COPA to 40647 to get connected with our text message updates for the Our Copa campaign. From there we'll share party resources, event updates, and more!