



Talking points

Yes We Can! Part 1.

Start by asking the group:

- How they would define a campaign?
- How they would define a movement for change?
- Listen to the last part of President Obama's victory speech by going to <http://bit.ly/ANCPBO>

Having watched this segment about Anne Nixon Cooper, what is their perspective on the difference between a campaign and a movement?

Explain that Marshall Ganz (a Harvard Professor) says that "Campaigns are concentrated streams of activity with a specific goal and deadline" – how is this different to a movement such as the civil rights?

Yes We Can! Part 2.

- Listen to President Obama's Farewell Address on The New York Times website <http://bit.ly/PBOFS>

As the group listens to this, ask them to note ideas or themes that make an impression on them. Having listened to this, what do they see as the challenges of working together? What do they see as the opportunities? How does this Farewell Address speak to them?