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# COMMUNITY ORGANIZING 101

## TIPS & TRICKS

This document will outline how to organize with your community around a collective cause originally presented in SAF's Community Organizing 101 Workshop.

















# TIPS FROM COMMUNITY ORGANIZERS

## Key mobilizing questions to ask

- What is the root cause?
- Who is present? Who isn't?
- Is it sustainable?
- Is it accessible?

## Tactics to employ

- Surveys
- Phone calls
- 1 on 1 conversations
- Community Consultations

- **Akira De Carlos,**

The Depot: Community Food Centre



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# TIPS FROM COMMUNITY ORGANIZERS

## Diversity of Tactics

- Public vs. private demands
- Two-pronged approach
  - popular education
  - negotiation
- Create a narrative
- Spectrum of allies
  - active allies > passive allies > neutral > passive opponents > active opponents
  - all are important!

## Create sustainable movements!

- Prepare for turnover
- Form coalitions with clear roles based on strengths and resources
- Find stable funding
- Pay folks to do the work!
- Have fun!

- **Emily Carson-Apstein,**  
Divest Concordia Campaign



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# BÂTIMENT 7: A CASE STUDY

## The Pointe St Charles community identified an injustice

- CN land purchased by a condo development company for \$1
- the company had plans to build a casino despite the location being in an integral part of the lower-income Pointe St Charles community

## Organizers brought in the stakeholders as a part of a broad community mobilization

- Local organizers made sure everyone in the neighbourhood and wider Montreal area knew about the injustice



## BÂTIMENT 7: A CASE STUDY CONT'D

- This outreach enabled the community to implement tactics such as
  - town halls
  - marches
  - non-violent acts of civil disobedience

### **The community made one clear, concrete demand**

- their demand was simple,
  - "This building belongs to the community!"
  - the demand was non-negotiable which gave the community leverage and made it easy for neutral allies to agree

**- Isabelle Monast-Landriault,**  
Bâtiment 7



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Good luck  
organizing with  
your community!



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