

# Community Organizing 101

This document outlines how to effectively write a grant based on SAF's Community Organizing 101 Workshop.



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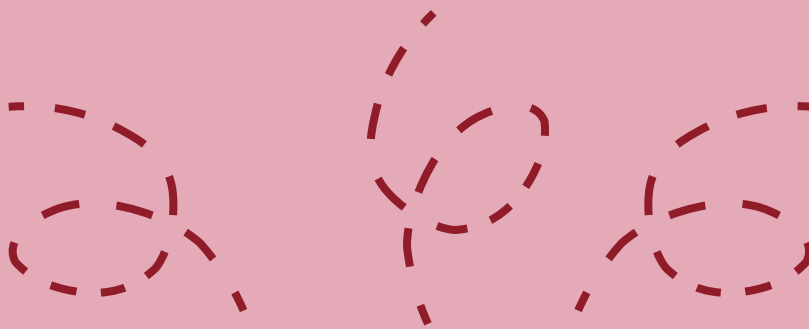
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# The Basics

is a process



is about proximity  
- geographical or  
ideological

is different  
than activism  
(individual) and  
mobilization  
(temporary  
action) - it has  
potential for  
larger impact

## Community organizing...

is about  
relationships



focused on action and  
objectives proximity -  
geographical or ideological

may involve  
conflict or  
struggle in order  
to generate  
collective power



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## Community organizing is a process

A process of reaching out, listening, connecting, and motivating people to build collective power.



## Organizing is about relationships

Make sure you know the community you are organizing with, what the community cares about, what the community is/ isn't willing to do, how to get in touch with the community.

## Focus on Action

For every issue, you hope to raise awareness about in your community, make sure to have an action to contribute to the cause such as, **sign a petition, make a donation, write to the Mayor.**



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# YES YES YES

## Make saying yes to your ask easy and accessible

- You get actions by asking for them!
- Be specific
  - Give examples - offer phone numbers and scripts when asking people to call their representative about an issue
- Eliminate every barrier possible
- Ask for fewer things
  - Don't overwhelm and be aware of the culture of burn out in organizing
- Engage authentically
  - Emotion can be more motivating than facts
- Be specific
  - "Can you help me collect signatures for this petition?" is much stronger than "Can you help?"
- Follow up!



# Getting Started

## 1. Community assessment

Gather data on community history, demographics geography etc. to gather context. You want to understand the communities needs. If this community is not your own - this needs to be addressed. **No saviourism.** Are you sure someone in the community isn't already doing this work? Do your research and **DON'T** make assumptions!

## 2. Outreach and listen

Conduct your own research by reach out to people and groups to understand their experience of what you are researching. This is a bottom-up approach. Examples include: door knocking, phone calls, attending events, etc.

## 3. Clarify your objectives

- Once you've identified your goal and the people willing to work towards it align your mission and the corresponding goals. Make sure to:
  - Be specific
  - Categorize:
    - **Internal objectives**
      - Ex. How to increase the community base, accessibility, barriers, turnout
    - **External goals**
      - Change that you're looking to bring for community
      - Make sure it is collective and democratic not one or two people



#### 4. Create a strategy and action plan

Informed by your objectives. Decide on tactics to bring out the objectives. Some popular tactics are:

- organizing marches or rallies
- emailing MP's
- holding press conferences or a town hall
- pitching stories to local media outlets

Typically you want to employ adversity of tactics (you'll appeal to more people this way!)

#### 5. Mobilize and build local leadership

It's impossible to manage a campaign on your own! Doing so will lead to burn out and an unsuccessful campaign. Try to delegate leadership roles within the community.

**Don't do it alone!** Look at various structures for your organization. Start a coalition to be diverse and inclusive and increase your chances of being heard. Be aware of power dynamics.

**Meet people where there are at.** Make sure not to assume that people know what you are talking about. Listen mindfully to people to address them intentionally. Be mindful of how issues may effect people differently.

#### Map out your stakeholders

Use the spectrum of allies (active opposition › passive opposition › neutral › passive support › active support) Use these to map out your stakeholders. It will help define the strategies and tactics you use to reach them. Ex. Raising awareness to neutral stakeholders, actionables for passive support, creating dilemma for active opposition.



# Strategy Chart

Goals	Organizational Considerations	Constituencies (Allies/ Opponents)	Targets	Tactics
List the long term objective(s) of your campaign	List the resources that your group brings to the campaign.	Who cares about this issue enough to join in or help?	Primary targets (always a person)  Who has the power to give you what you want	For each target list tactics that each consultant group can best use to make its power felt
What short term or partial victories can you win as steps toward your long term goal?	List the specific in which you want your organization to be strengthened.	Who cares enough about this issue to do anything to oppose you?	Secondary Targets (always a person)  Who has power over the people with the power to give you what you want?	



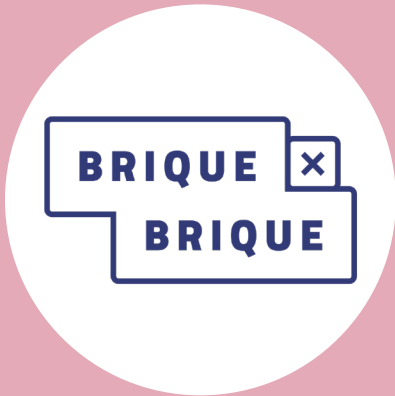


# Fill out your chart...

<b>Goals</b>	<b>Organizational Considerations</b>	<b>Constituencies (Allies/ Opponents)</b>	<b>Targets</b>	<b>Tactics</b>



# Organizer Insights



Relationship building is the most important tool at your disposal. If your campaign is unsuccessful now it is the people you relate to and get involved that will carry the goal. **Listen, invite, and offer engagement.** People want to be heard, feel included and useful.

**Adapt to the current needs of the community.** The strategies and tactics you start out with may not always be the most effective or relevant. Allow for change and growth or else you will have missed opportunities.



**Get creative with tactics!** The cause you are organizing around may have more entry points for people to get involved if you are creative in how you engage with them. Like humour and theatrics!



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# Get Involved

## Brique par Brique...

[Click here to volunteer with Brique Par Brique.](#)

[Click here to donate to Brique Par Brique.](#)

## Mobilizing for Milton Parc...

[Click here to join the Mobilizing for Milton Parc interest group on Facebook to volunteer.](#)

[Send a donation by E-Transfer to Mobilizing for Milton Parc](#)

## Rap Battles for Social Justice...

[Follow Rap Battles for Social Justice on Facebook to find out about their next show!](#)



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