

ORGANIZING 101

Strategy, Intersectionality, & Millennials

WHAT IS ORGANIZING?



Building a movement around
a certain issue

Setting clear goals,
strategy, & tactics

Using our strength in
numbers (people power) to
put pressure on key
decision-makers

SETTING CLEAR GOALS:

SHORT-TERM, INTERMEDIARY, LONG-TERM

PARTIAL VICTORIES MAINTAIN MOMENTUM

POWERMAPPING OUR TARGET:

WHO OR WHAT INFLUENCES
THE DECISION-MAKER?

STRATEGIES

How to move our target to align with our campaign goal

- Champion Strategy
 - Cover Strategy
 - Pressure Strategy
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CAMPAIGN TACTICS

The activist's toolbox, used to carry out our strategy

Be sure tactics align with chosen strategy

Scale of escalation

Petition/postcards

Phonebank

Sign-on letter/coalition

Press events/town halls

Rallies, marches, sit-ins

Media - traditional & social

Bird-dogging

Midwest Academy Strategy Chart

After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities.

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
<p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for this issue campaign. What constitutes victory?</p> <p><i>How will the campaign</i></p> <ul style="list-style-type: none"> • Win concrete improvement in people's lives? • Give people a sense of their own power? • Alter the relations of power? <p>3. What short-term or partial victories can you win as steps toward your long-term goal?</p>	<p>1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc.</p> <p>What is the budget, including in-kind contributions, for this campaign?</p> <p>2. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each:</p> <ul style="list-style-type: none"> • Expand leadership group • Increase experience of existing leadership • Build membership base • Expand into new constituencies • Raise more money <p>3. List internal problems that have to be considered if the campaign is to succeed.</p>	<p>1. Who cares about this issue enough to join in or help the organization?</p> <ul style="list-style-type: none"> • Whose problem is it? • What do they gain if they win? • What risks are they taking? • What power do they have over the target? • Into what groups are they organized? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> • What will your victory cost them? • What will they do/spend to oppose you? • How strong are they? • How are they organized? 	<p>1. Primary Targets</p> <p>A target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> • Who has the power to give you what you want? • What power do you have over them? <p>2. Secondary Targets</p> <ul style="list-style-type: none"> • Who has power over the people with the power to give you what you want? • What power do you have over them? 	<p>For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be</p> <ul style="list-style-type: none"> • In context. • Flexible and creative. • Directed at a specific target. • Make sense to the membership. • Be backed up by a specific form of power. <p>Tactics include</p> <ul style="list-style-type: none"> • Media events • Actions for information and demands • Public hearings • Strikes • Voter registration and voter education • Lawsuits • Accountability sessions • Elections • Negotiations

RECRUITMENT

Building and sustaining a group that can execute a campaign

Meet people where they're at: listen & tap into their motivations

What compels people to join groups?

- Altruism
- Transaction
- Self-interest
- Social needs

What compels people to stay in groups?

- Fun
- Constant learning
- Leadership experience
- Responsibility
- Winning

MATH OF HALVES

Organizer Math

Turnout Goal = 20

Start with 160 names

Get ahold of 80

40 out of 80 RSVP yes

20 out of 40 show up

INTERSECTIONALITY

Fusion organizing

War is at the nexus of social
and ecological ills

Breaking out of issue silos

How do we “message” the
movement?

ORGANIZING AS A MILLENNIAL

The quintessential question:
where are all the young
people?

- Tangible, concrete action steps
 - Negative vs. positive language
 - Building an alternative
 - Economic injustice as core message: 99% vs. 1%
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Thinking about your own community, who are the allies that you can collaborate with in doing anti-war/pro-peace organizing?

Brainstorm a short list of groups, associations, and constituents in your community that you might not have considered before, that you can recruit for your war abolition work.

Think creatively and outside the box, along the lines of intersectionality.

Amongst your group, talk about what kinds of campaign tactics are currently being used in your community.

Is there one tactic that is particularly effective and if not, what other kinds of creative or actionable tactics can you implement in your community, based on some of the ideas that I mentioned?

What do you think impedes intersectionality, the cross-collaborations between issues/groups?

How can we overcome these obstacles?