Advanced Organizing

Building and Engaging Strategically

Catherine Gillette, Organizer (CA, MI, NY, OH, TX, VA)
Sr. Emily TeKolste, Organizer (IL, IN, KY, MO, NJ, PA)
Today’s Goals

- Cultivate new skills (propositional one-on-ones and campaigns) to take your organizing to the next level
- Share best practices and take advantage of the expertise all around us
- Practice, practice, practice!
- Get excited about organizing
Building Your Team or Community

Relationships are EVERYTHING.

🌟 Power of the one-on-one
🌟 Assess leadership skills and cultivate new leaders
🌟 Offer NETWORK trainings
🌟 Take it to the next level with propositional one-on-ones
Propositional One-on-Ones

What is it?

🌟 An intentional conversation that invites someone into a well-defined role based on their self-interest.

🌟 Requires a thorough understanding of self-interest—yours and theirs

🌟 Complete a regular one-on-one first!
Propositional One-on-Ones

Three Phases

☀️ Find their self-interest.
☀️ Tell them your self-interest in the request.
☀️ Proposition them for a specific role.

NOTE: You want to clearly answer the following questions: What do I want to change in the world? Why you?
Propositional One-on-ones

Pro-Tips

uderline > Be as clear as possible about the role and its responsibilities

underline > Be clear about the impact of the role on the goal of the action

underline > Be clear about the support you can offer to help them succeed

underline > Bring a written request

underline > Be patient, flexible, and open-minded

See Handbook for worksheet!
Propositional One-on-Ones

Catherine is...
• An aspiring professional photographer
• A white person who aspires to be an ally against mass incarceration

Emily is...
• Planning an event opposing the building of a new prison in her community
• Needs a photographer to document the event for the press release
Building A Campaign—Intro

- Great to participate in advocacy—make a phone call, send an email!
- Often a longer-term commitment is necessary
- Be intentional about your tactics and escalation strategy
- Build awareness, momentum, and power
- Act in collaboration with NETWORK!!
Building A Campaign—Power Analysis

POLICY

🌟 What is your issue?
🌟 Be specific!
🌟 Do your research
🌟 What do you hope to accomplish with your campaign?

Policy

Politics

Process

NETWORK Advocates Training
Building A Campaign—Power Analysis

POLITICS

☀ Who has the power to give you want you want? Why are they a target?
☀ Is there more than one target?
☀ How will the target(s) view your issue?
☀ Who influences them?

Consider:
Member’s party? Sponsor or co-sponsor? Person of faith? Senior member? Re-election? Relevant Committee Member/Leader? Caucus Leadership?
Building A Campaign—Power Analysis

**PROCESS**

🌟 What actions will influence your target(s)?

🌟 How can the target(s) help to address the issue you’re campaigning about?

- Sponsor/co-sponsor legislation?
- Support it in Committee?
- Engage their colleagues?
- Vote for it?

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**Network Advocates Training**
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NETWORK Advocates Training
Building A Campaign—Tactics

• Organize: How will I build my base or deepen relationships? How will I connect with new people, identify new team members, and engage with potential coalition partners?

• Educate: How will I educate myself, my community, and my policymakers?

• Lobby: How will I influence decision-makers?
Building A Campaign—Tactics

ORGANIZE

🌟 Who might join you in this work?

🌟 What tactics might help you connect with these people to bring them into the campaign?

🌟 What tactics might you use to connect with new people?
Building A Campaign—Tactics

EDUCATE

🌟 What do YOU need to know about the issue?
🌟 What do you need to know about the community dynamics, process, or politics at play?
🌟 Where might you go to learn about these things?
🌟 What does the community need to learn? *Or how can you find that out?*
🌟 What resources do you have available to you to help educate your community? *Pro-tip: Always start with your assets!*
🌟 What skills and resources can you develop to meet the needs of the community?
Building A Campaign—Tactics

**LOBBY**

- What skills and talents do you have that you could use to influence a decision-maker?
- What skills and talents do others on your team or among your coalition partners have that they could use to influence a decision-maker?
- How might a particular influencer convince a decision-maker?
- How might your team/coalition influence the influencer?
- What relationships do you or teammates/coalition partners hold that could influence decision-makers in a particularly strong way?
- What tactics might be most effective at moving you toward achieving your goal?
Building A Campaign—NETWORK Example

Title 42 Campaign

- Immigration Education Mini Webinar Series
- Blogs
- Press Releases
- Advent Feature (including Email Call to Action!)
- “A Catholic President at One Year” Assessment
- Email Action Alerts
- Petition and Delivery
- Response to Extension
Building A Campaign—NETWORK Example

...continued.

- Organizational Sign-On Letter
- DC event with 80+ Catholic Sisters
- Meeting with VP’s Staffer
- Calls to White House
- Social Media Campaign
- Letters to the Editor
- Participation in DC Vigils
- Livestreams
Building A Campaign—Pro Tips

- Start small and build
- Use a variety of tactics
- Be creative
- Prepare for the long haul
- Evaluate your progress
- Celebrate the small victories
- *How we engage matters*
- Act in collaboration with NETWORK!!
Practice, Practice, Practice!

🌟 Scenario #1—In a lobby visit, your Republican Senator says, “We shouldn’t act to equalize the sentencing disparity between crack and powder cocaine because gangs use crack.”

🌟 Scenario #2—Your Senator is on a national short list of democrats who are not yet committed to helping pass the expanded Child Tax Credit.

🌟 Scenario #3—Your Catholic Senator, who is outspoken about abortion refuses to sign-on to the Pregnant Workers Fairness Act due to “business rights concerns.”

🌟 Scenario #4—Your Republican Senator sponsored a bill to add work requirements to the Supplemental Nutrition Assistance Program.
Questions?

Thank you!