

# Advanced Organizing

## *Building and Engaging Strategically*

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**NETWORK** Advocates Training

# 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!



Photo // Adrian Snood

# 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

- ☀ Be as clear as possible about the role and its responsibilities
- ☀ Be clear about the impact of the role on the goal of the action
- ☀ Be clear about the support you can offer to help them succeed
- ☀ Bring a written request
- ☀ 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



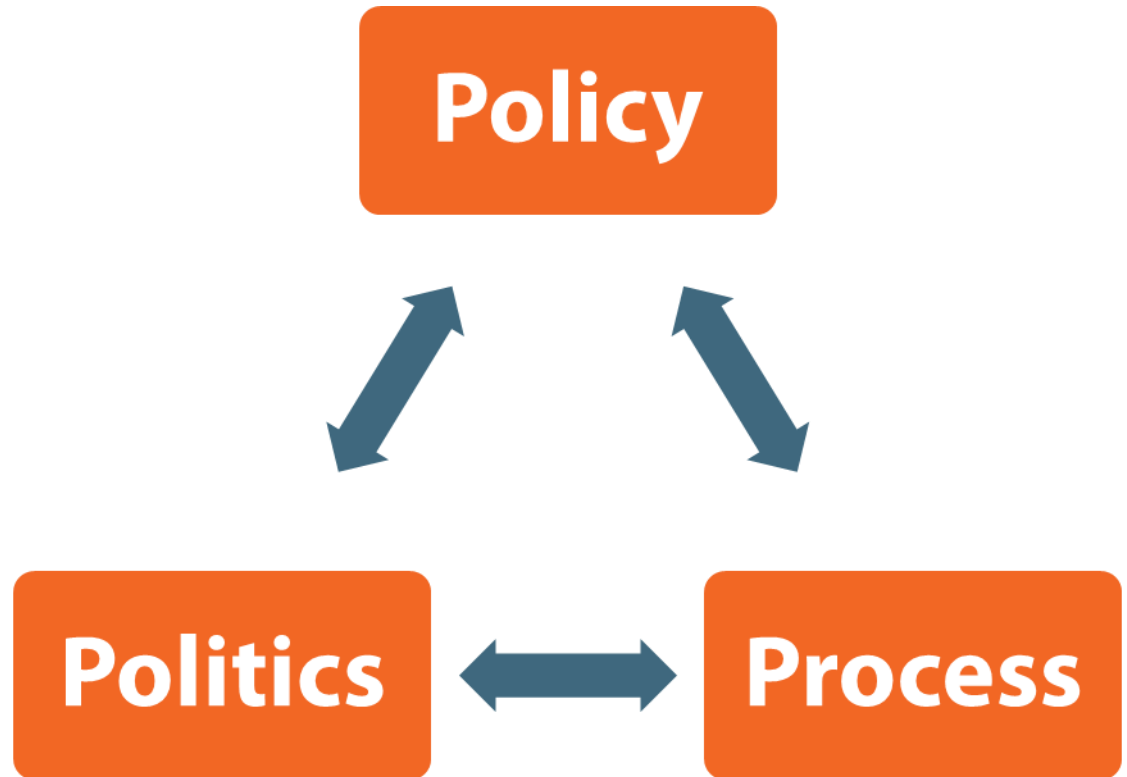
- ☀ Great to participate in advocacy—make a phone call, send an email!
- ☀ Often a longer-term commitment is necessary
- ☀ Be intentional about your tactics and escalation strategy
- ☀ Build awareness, momentum, and power
- ☀ **Act in collaboration with NETWORK!!**



# Building A Campaign—Power Analysis

## POLICY

- ☀ What is your issue?
- ☀ Be specific!
- ☀ Do your research
- ☀ Develop talking points
- ☀ What do you hope to accomplish with your campaign?



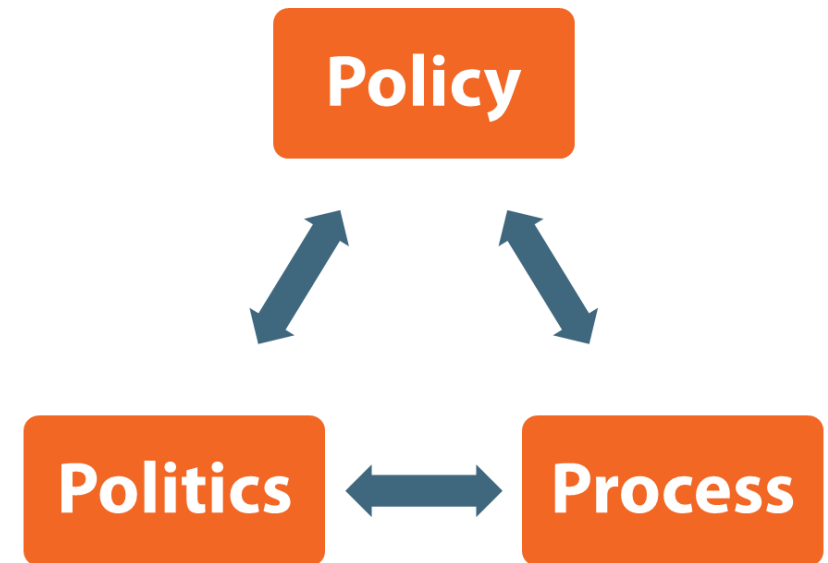
# Building A Campaign—Power Analysis

## POLITICS

- ☀ Who has the power to give you what 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:*

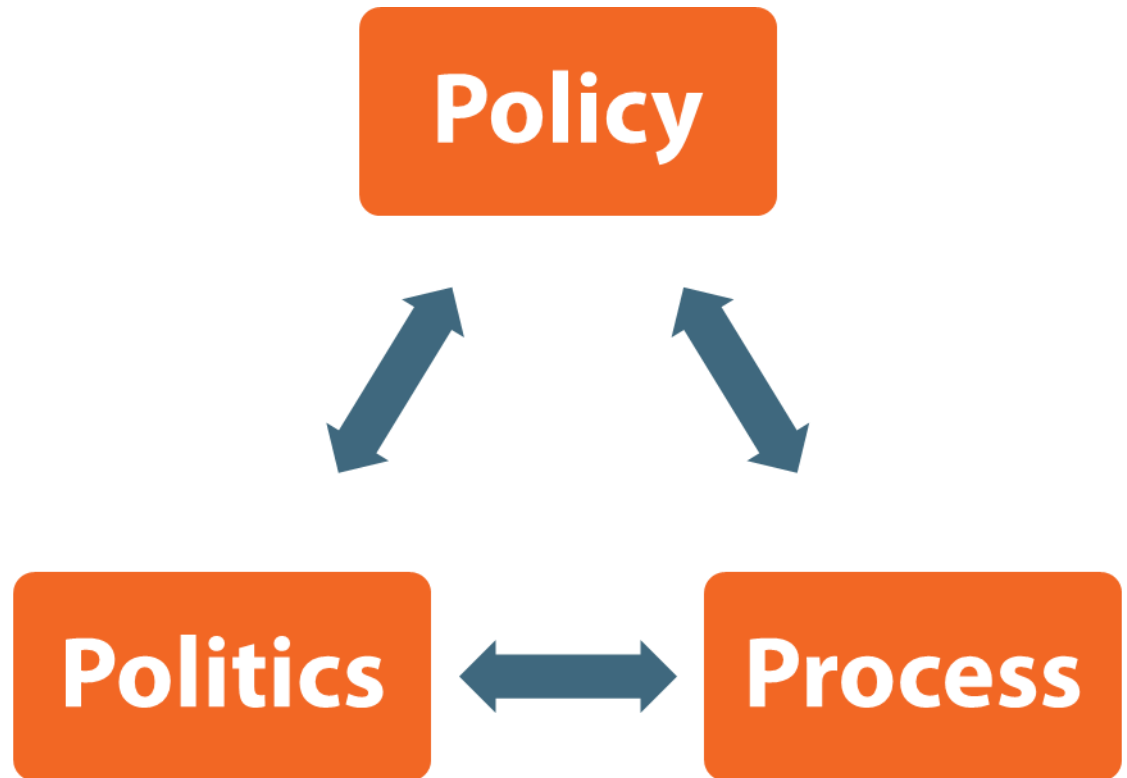
*Member's party? Sponsor or co-sponsor? Person of faith? Senior member? Re-election? Relevant Committee Member/Leader? Caucus Leadership?*



# 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?



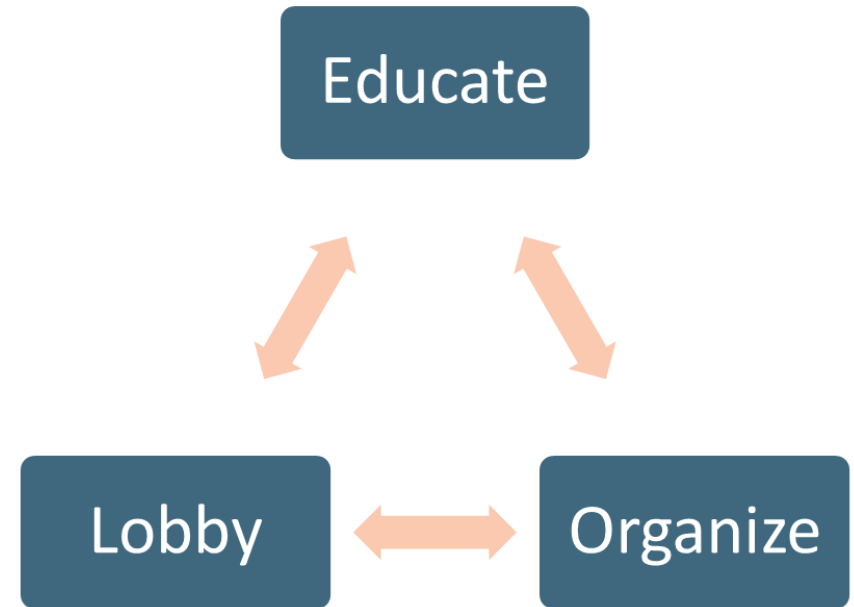


# Building A Campaign—Tactics

- ☀ Phone calls/call-in days
- ☀ Emails/email campaigns
- ☀ Social media campaigns
- ☀ Lobby Visits
- ☀ Letters to the Editor/Op-Eds
- ☀ Town hall events
- ☀ Letter/postcard campaign
- ☀ Petitions
- ☀ Panel discussion/speaker
- ☀ Movie/documentary screening
- ☀ House party
- ☀ Canvassing
- ☀ Rallies
- ☀ Vigils
- ☀ Marches
- ☀ Public art installations
- ☀ Civil disobedience

# 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

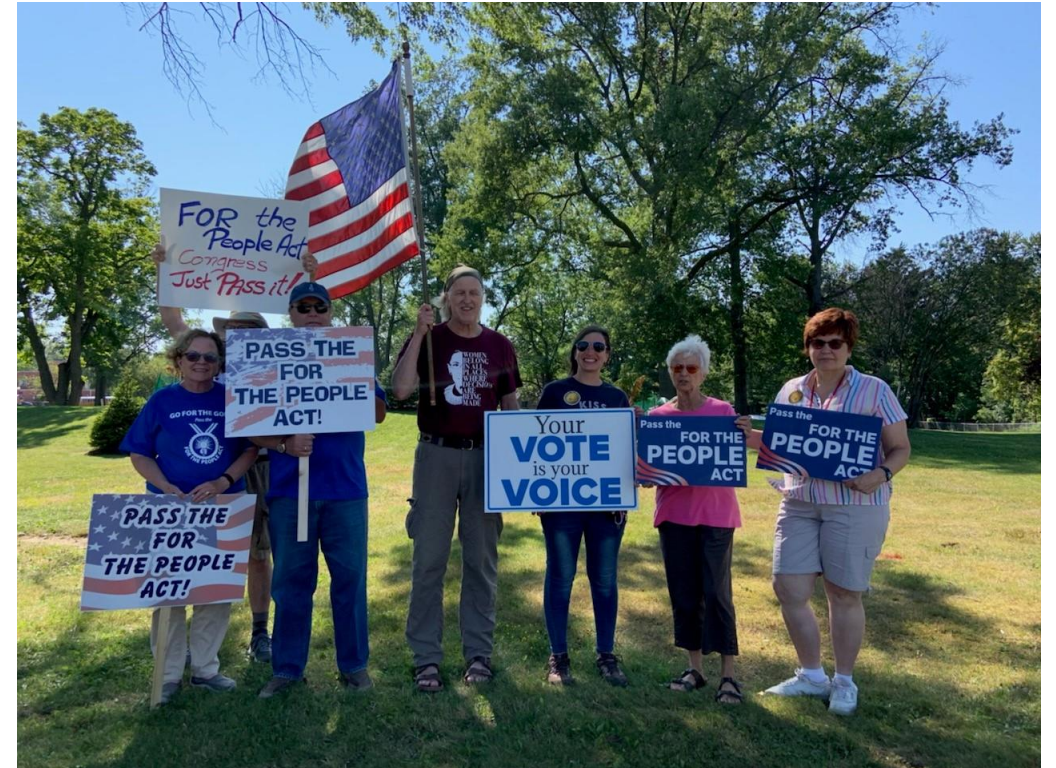


**...continued.**

- ☀ 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

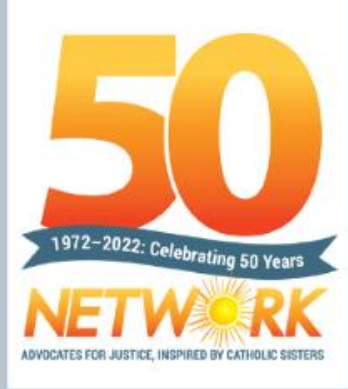
- ☀ Start small and build
- ☀ Use a variety of tactics
- ☀ Be creative
- ☀ Prepare for the long haul
- ☀ Evaluate your progress
- ☀ Celebrate the small victories
- ☀ *How we engage matters*
- ☀ **Act in collaboration with NETWORK!!**



# 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!*

