



Welcome!

Community Organizing





Our Offices:

- Marin - **Me-Wuk (Coast Miwok) Land**
- San Francisco & San Mateo - **Muwekma, Ohlone, & Ramaytush Land**
- Merced, Madera, & Fresno - **Yokuts Land**
- Long Beach - **Tongva (Gabrieleno) Land**
- Eastern Coachella Valley - **Cahuilla Land**

We want to acknowledge that we are on the traditional territory of many Indigenous Nations.

Native Land brings about discussions of colonization, land rights, language, and Indigenous history tied to our personal histories.

Looking at the land from an Indigenous perspective means acknowledging that the land is a living being - this understanding both gives us insight into and increases our awareness of how we treat and interact with the land.

via Native-Land.ca

We invite each of you to share the land you are currently on in the chat.

Youth Leadership Institute

Young people – particularly youth of color and their allies – are deeply motivated to address inequities in their communities.

At Youth Leadership Institute, young people realize their power by learning to use their voices to create meaningful change.

Learn more at yli.org.



Community Organizing



MEET OUR TRAINERS



Yami Rodriguez
Trainer & Consultant



Jen Daroya
Executive Assistant



Yante Turner
Trainer & Consultant



Chat Introductions

- Name
- Pronouns
- Org you're representing
- What color best describes you today?





Community Agreements

- TAKE CARE OF YOURSELF
- MUTE WHEN YOU'RE NOT SPEAKING
- EMBRACE THE AWKWARDNESS
- BE PRESENT TO LISTEN AND LEARN
- TAKE SPACE, MAKE SPACE
- HAVE FUN!



A group of young people, mostly women, are gathered on a city street. They are wearing bright green t-shirts and face masks. Some are holding signs, and one person in the foreground is holding a large cardboard box. The background shows a city street with buildings, a traffic light, and parked cars. The scene is overlaid with a semi-transparent dark layer.

COMMUNITY ORGANIZING

"There is no such thing as single issue lives."

- Audre Lorde

COMMUNITY ORGANIZING: GROUP BREAKOUT

- WHAT DOES COMMUNITY ORGANIZING MEAN TO YOU?
- WHAT DOES COMMUNITY ORGANIZING LOOK LIKE TO YOU?
- WHAT DOES COMMUNITY ORGANIZING FEEL LIKE FOR YOU?
- WHERE IS COMMUNITY/YOUTH VOICE NEEDED IN YOUR WORK? WHAT COULD THAT LOOK LIKE?

COMMUNITY ORGANIZING

A group of people directly affected by an issue, who work to identify the problem and then take action in collaboration with other members of the community to achieve solutions

Organizers create change through collective social action, oftentimes changing the balance of power.

PEOPLE POWER: SHOWING UP IN NUMBERS



People Power: The power we all have as everyday people to collectively make change.

- Amplifies the issues of the people to move from an individual problem to a collective problem.
- People power requires relationship and community engagement
- Masses of people are harder to say “No” to or ignore!
- People power challenges!

reducing youth access to alcohol and in turn underage drinking-- contributes to creating social and physical environments that promote good health for all--

COMMUNITY ORGANIZING & GRASSROOTS LEADERSHIP





COMMUNITY ORGANIZING CHANGES THE BALANCE OF POWER AND CREATES NEW POWER BASES.

- Civil Rights Movement/BLM
- Social Host Ordinance
- Local Lee Law Advocacy
- TEAMC - Transportation Justice

Can you think of some other examples from your community? (Chat)

CMCA Theory of change

If we do CMCA it reduces youth access to alcohol and then and then...

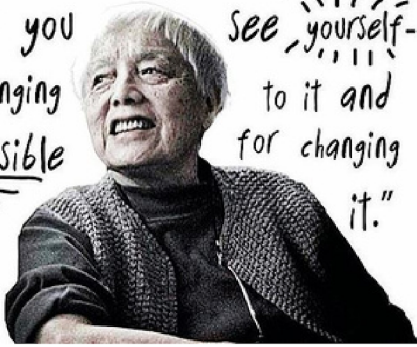
The most basic element of community organizing is **developing personal and trusting relationships through one-on-ones.**

Identifying people who are likely to be concerned about the group's issue or who have a particular stake or interest in it.

Finely developed **listening skills.** An organizer must listen carefully to learn about people's concerns so that the issues identified are actually of concern to the community members, not just the organizer.

Asking lots of questions to uncover people's concerns and opinions. Remember, the community cannot take ownership of an issue unless it arises from their own concerns.

"You cannot change any society
unless you take responsibility for it,
unless you as belonging
responsible see yourself-
to it and
for changing
it."



BREAK TIME

Grace Lee Boggs

American author, social activist, philosopher, and feminist



ONE-ON-ONES

- The vehicle for developing the personal relationships that are at the heart of community organizing
- Organizers make personal contact with community members and have significant conversations with them
- Allow you to get specific information about other perspectives and nuances regarding your issue

Community Wheel





ONE-ON-ONES STEP BY STEP

- Identify 3 contacts
- Refine script/ protocol
- Practice
- Learn & refine w/ the team





SCRIPT TIPS

- Develop Open and Closing Statements
- Sample Questions based on YOUR community

Tips:

- No "Leading" questions
- This is about collecting information and building relationships not convincing people



ONE-ON-ONES

LEARN AS YOU GO

- Not perfect
- Awkward at first
- Start with folks that you know
- Protocol is a just a guide / let the convo go where it goes
- Note what works and what needs to change
- Group learning & sharing



ONE-ON-ONES

STAYING ORGANIZED & FLEXIBLE

- Decide how information from the interviews will be collected (record the Zoom and then take notes?)
- Use the One-on-One documentation tool
- Create a shared folder to upload/share notes
- Be flexible in methods of conducting interviews depending on the interviewee's preferences.



ONE-ON-ONE BREAKOUT

- Skill-Sharing
 - What has worked for you?
 - Does your script engage people power?
 - How have you engaged:
 - community members?
 - community leaders?
 - elected officials?



What is power?

Power: The ability to change or control your circumstances or the conditions you're living in

Institutional Power: The way society is set up. Power in the hands of a few people who make decisions that affect all people

People Power: The power we all have as everyday people to collectively make change



THE ESSENCE OF COMMUNITY ORGANIZING

- Collective: in effort and impact
- People are empowered
- The balance of power is altered
- Contains inherent conflict
- Driven by the people, the membership
- Includes leadership development
- Relies on relationship-building
- Powerful and critical element to sustainable community
- Change and progress
- Requires intentional use of strategies and methodologies

POWER



**When is a time
that you have
seen people
power?**



Tool 1: Power Mapping

- It is a strategy of determining who you need to influence to start the dominoes in motion.
- In order to map, you must determine an individual's:
 - Ability to influence other members
 - Alignment with your goals



Outlining A Power Map

1. Map members of a board, commission, or city council based on their influence and alignment

2. Map any relevant individuals, organizations, or institutions that influence the campaign

3. Create a prioritized plan of action to influence key players

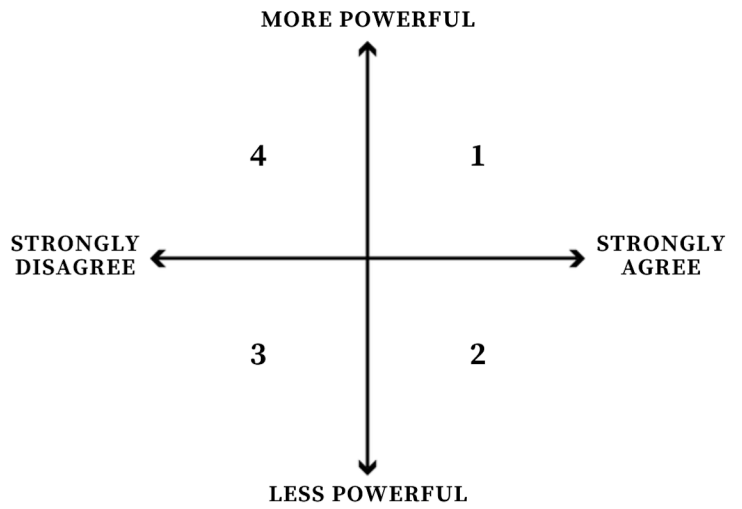


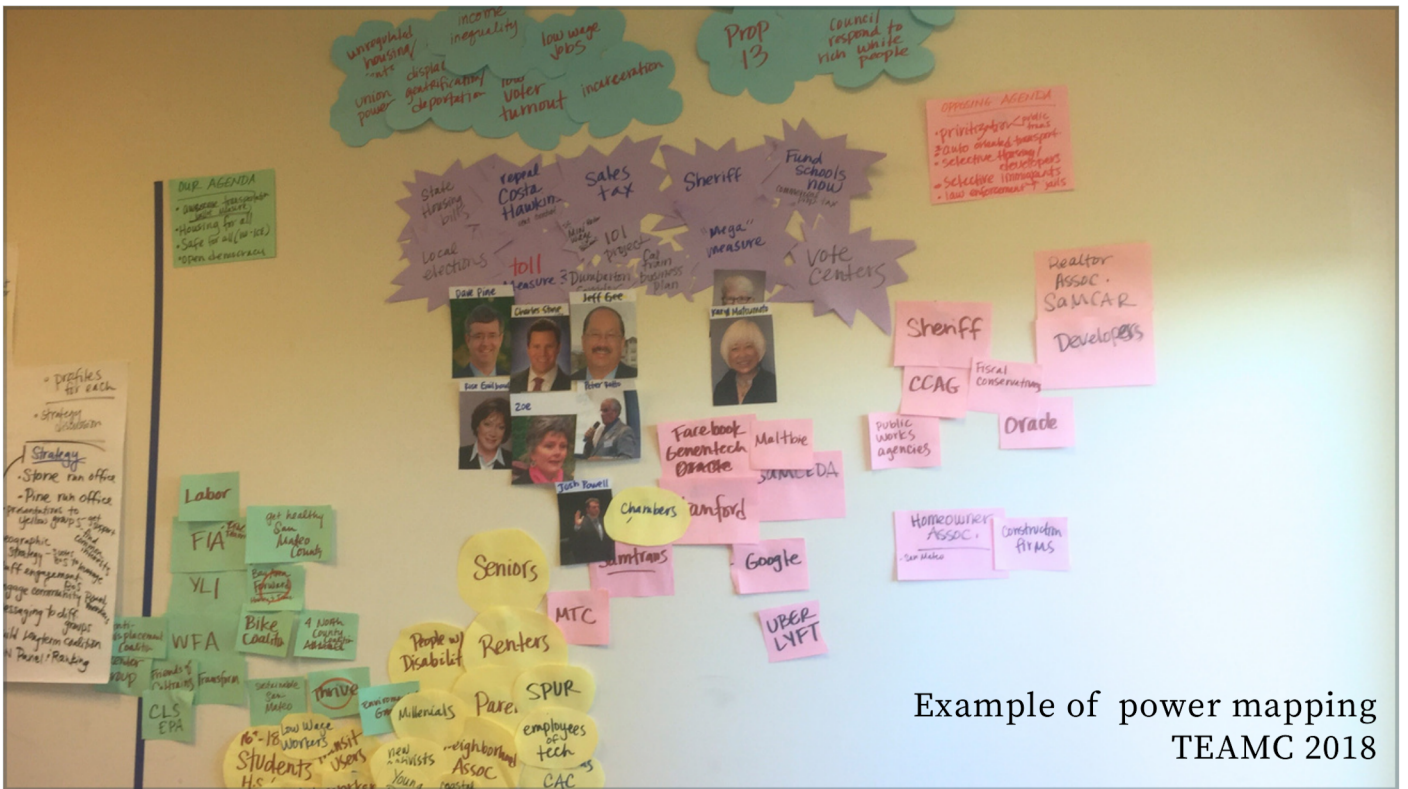
Corner 1: Considered to have high influence and are in support of your goals. These will be your champions in moving an agenda forward

Corner 2: Offer high support, but have low influence

Corner 3: More opposed to your goals, but without much influence

Corner 4: May provide the most challenges, as they have high influence and are in strong opposition to your cause





Example of power mapping
TEAMC 2018



Questions To Consider While Power Mapping

- What did they do prior to holding their position? How could this have influenced their current positions/work?
- Who has the power to make final decisions?
- Who has the power/ability to influence the final decision? Who could be a swing vote?
- Who cannot vote but is influential, i.e., staff?
- Describe the style and process the chair used to facilitate.

Power Mapping

Breakouts

- Take the next 7 mins to develop your own power map,
- Once developed, discuss with your group what/who you mapped out for 8 mins !





Recap Training

- We defined and examined what community organizing is and what it takes to mobilize the people
- We defined the different types of power and its importance!
- We developed power maps that displayed the relationship with power people have in our communities



Check out
In the chat, share
one word that
describes your
experience today.

Evaluation & Close



Scan this QR code