

## Section I: ORGANIZING as a Model for Social Change:

What do we mean when we say Organizing? Below are FOUR CORE COMPONENTS of organizing, defined as follows, from the "Organizational Self-Assessment" report by the Youth Organizing Training Exchange (YOTE), April 25-27, 2003, co-sponsored by the Youth Strategy Project, DataCenter (yosp@datacenter.org).

The workshop participants agreed they are all central to organizing work which helps build and sustain the larger movement for social justice. We all brainstormed together on specific activities we have led or participated in, that helped develop one (or more) of the four below components. Some examples listed are a mix of those shared during the workshop, and some from the YOTE report.

<b>CORE COMPONENTS OF ORGANIZING: DEFINITION</b>	<b>What activities help build your capacity in these components?</b> <i>(Please add your own examples to create a list!)</i>	<b>What are some signs of <u>high</u> capacity in this area?</b>
<b>Base-building</b>		
<b>Recruiting and retaining a large group of volunteer members from impacted communities who participate in and help direct and implement the work of the organization.</b>	<ul style="list-style-type: none"> <li>• Community meetings</li> <li>• Doing educational events in community</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Have a large and consistent membership</li> <li>•</li> <li>•</li> </ul>
<b>Leadership development</b>		
<b>Developing the political analysis and practical skills of members of your organization to enable them to build the organization's base, fight campaigns, and build the organization.</b>	<ul style="list-style-type: none"> <li>• Trainings</li> <li>• Leading event</li> <li>• Public speaking</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Members are doing more of the recruitment</li> <li>•</li> <li>•</li> </ul>
<b>Campaign development</b>		
<b>Building sustained fights to win concrete policy and institutional change on issues that impact your constituency.</b>	<ul style="list-style-type: none"> <li>• Build coalitions</li> <li>• Lobbying</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Can consistently mobilize a significant portion of your constituency.</li> <li>•</li> </ul>
<b>Organizational development</b>		
<b>Building the staff, resources and infrastructure capacity to sustain healthy and effective base-building, leadership and campaigns.</b>	<ul style="list-style-type: none"> <li>• Get an office, computer, equipments</li> <li>• Fundraise</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Have fundraising strategy</li> <li>•</li> <li>•</li> </ul>

Sources & Credits: "Organizational Self-Assessment" by Youth Organizing Training Exchange, April 25-27, 2003, co-sponsored by Youth Strategy Project, DataCenter. ([yosp@datacenter.org](mailto:yosp@datacenter.org); (510) 835-4692)

## Section II: Campaigning to Achieve your Community's Goals

### Remember...

Campaigning is one of the four core components of Social Change work. It should be advanced in such a way that it helps strengthen other components of the work. For example, a campaign is an opportunity to help BUILD the base, instead of "leaving them behind."



What's a 'Campaign'???

**A Campaign is a coordinated set of activities and actions designed to address and resolve a certain issue.**

There are FOUR stages of building a Campaign:



<u>Stage</u>	<u>Research Lingo</u>		<u>Movement Lingo</u>
1)	Research & Investigation	=	Community surveys, Learning, Get the Facts
2)	Strategize	=	Make a PLAN that's well thought-out
3)	Implement	=	Doin' it
4)	Evaluate & Assess	=	Looking back, drawing Lessons
5)	Go back to any of the above steps if necessary.		

**KEY: Repeat 1)-5) throughout the life of a campaign. The process is *CYCLICAL*, NOT LINEAR. It's also *CUMULATIVE*. Each cycle builds your knowledge as you complete it.**

### The SPIRAL: BUILDING BLOCKS OF KNOWLEDGE & EXPERIENCE



See that every time you come around full circle (from Step 1) through Step 4), you're going higher and higher (see the spiral picture)? With each round you complete, you've learned something new that'll help you move onto the next cycle and so on. Like building blocks, each piece of knowledge is important in campaign development. This knowledge should be transferred among the community folks in the campaign – from youths to elders, from the researchers to the organizers, to the mothers to their children, etc. – so that every one is going up the spiral together, accumulating knowledge in lockstep with each other as much as possible.

***That's important ammunition for your community, too!***

Sources & Credits: Asians & Pacific Islanders for Community Empowerment (API ForCE) Handout: "Definition of a Campaign", (8/02)v3, p. 13. Via ly-huong nguyen, Youth Strategy Project, DataCenter ([lyhuong@datacenter.org](mailto:lyhuong@datacenter.org))