



Power of Community and Campaign Organizing

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MIDWEST ACADEMY STRATEGY CHART

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



GOALS	ORGANIZATIONAL CONSIDERATIONS	CONSTITUENTS, Allies & Opponents	TARGETS (Decision Makers)	TACTICS
Goals are what we want to WIN! - List the long-term goals of your campaign. - State the intermediate goals for this issue campaign. What constitutes victory? How will the campaign: - Win concrete improvements in people's lives? - Give people a sense of their own power? - Alter the relations of power? - What short-term or partial victories can you win as steps toward your long-term goal?	- List the resources that your organization brings to the campaign. Include: money, number of staff, facilities, reputation, canvass, etc. What is the budget, including in-kind contributions, for this campaign? - List the specific things you need to do to develop the campaign and ways in which the campaign will strengthen your organization. Fill in numbers for each. - Expand leadership group - Increase experience of existing leadership - Build membership base - Expand into new constituencies - Develop Issue Campaign Message - Develop Media Plan - Develop a Fundraising plan – how can you raise money for and through this campaign? - List the internal (organizational) problems, that must be considered if the campaign is to succeed.	- Who cares about this issue enough to join or help the organization? - Whose problem is it? - Into what groups are they already organized? - What do they gain if they win? - What risks are they taking? - What power do they have over the target? - Who are your opponents? - What will your victory cost them? - What will they do/spend to oppose you? - How strong are they? - What power do they have over the target?	1. Primary Targets A target is always a person. It is never an institution or an elected body. There can be more than one target but each need a separate strategy chart as your relationships of power differs with each target. - Who has the power to give you what you want? - What power do you have over them? 2. Secondary Targets (You don't always have or need secondary targets) - Who has power over the people with the power to give you what you want? - What power do you have over them (the secondary target)?	- For each target, list tactics that each constituent group can best use to put pressure on the target to win your intermediate and/or short-term goals. Tactics must be: - In context - Directed at a specific target - Backed up by a specific form of power - Flexible and creative - Make sense to members Tactics include: - Phone, email, petitions, LTE, OP ED, - Media events - Actions for information - Public Hearings - Non-Partisan Voter Registration and Education - Non-Partisan GOTV - Accountability Sessions - Negotiations - Elections - Law Suits - Strikes

Formation of Fresno Partnership, 2013



Fresno Organizer Training, 2014



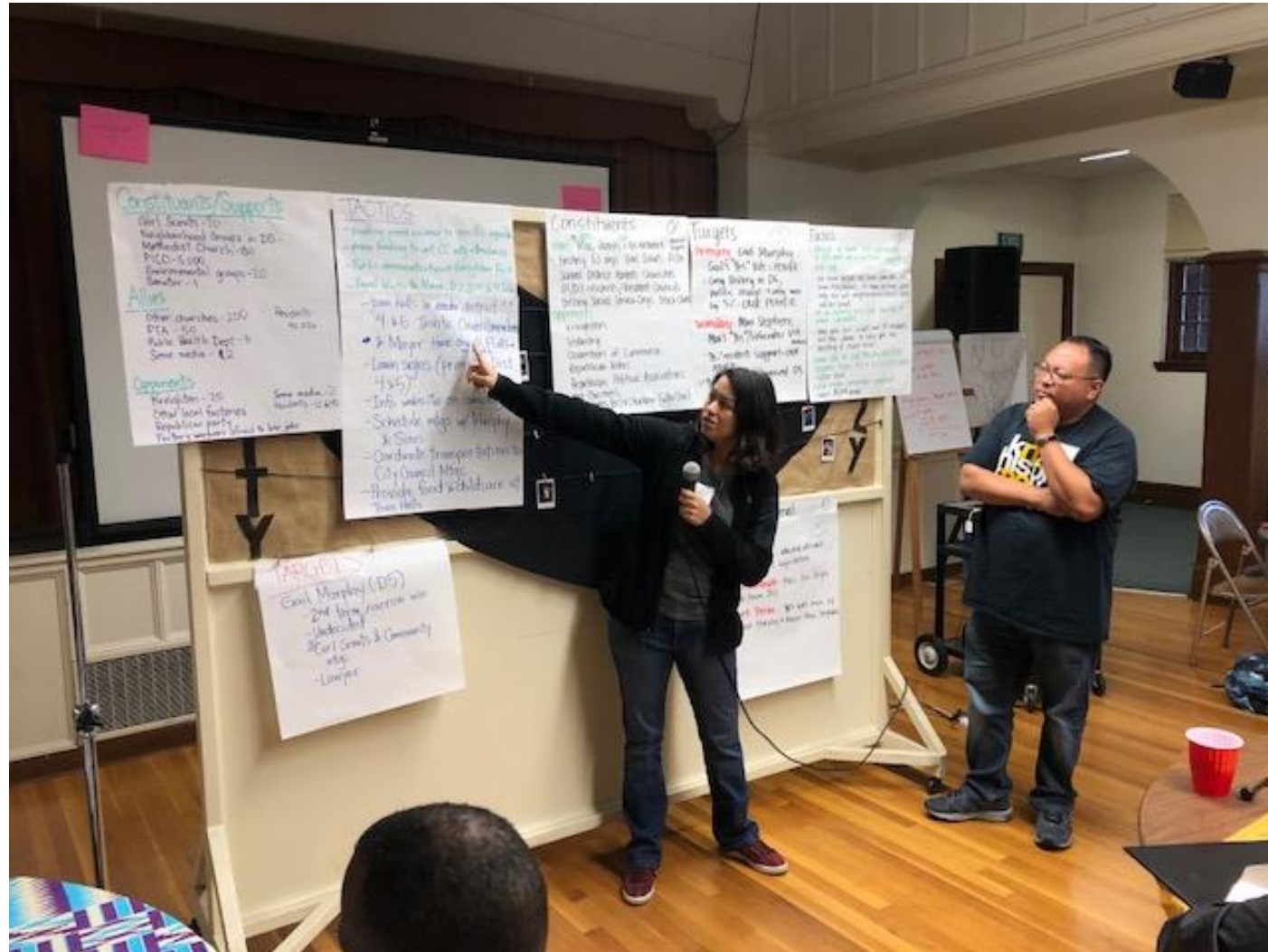
Joaquin Arambula AD31 Campaign, 2016



2017: Fresno Partnership becomes the Central Valley Partnership



Stockton Organizer Training, 2017



Tulare Organizer Training, 2017



Congressman Jared Huffman opens Humboldt training, 2018



Five Year Results:



405 graduates of Organizer Trainings:

- 36 run non-profits

- 27 hold public office

Enviro/SJ/EJ campaigns better organized, largely successful

Farm Team for office established



Humboldt Regional Community Organizer Training

Amplifying Change – Conservation, Social and Environmental Justice

8:00am – 5:00pm Friday, October 26 – 8:30am – 4:30pm Saturday, October 27

Jefferson Community Center 1000 B Street Eureka, CA

Friday, Day 1: 8:00 a.m.–5:00 p.m.

8:00 a.m.–8:30 a.m.	Registration
8:30 a.m.–8:40 a.m.	Acknowledgements & Welcome from Wiyot Country
8:45 a.m.–8:47 a.m.	Introduction of Facilitator and Partners David Hunt, David Hunt & Associates
8:47 a.m.–9:05 a.m.	Interactive Group Introductions
9:05 a.m.–10:00 a.m.	Historic and Present-Day Role of Organizing and the Creation of Public Policy/Introduction to Methods of Changing Social Policy <i>We introduce a variety of tools to address social problems and the process for grassroots driven policy change and explore the difference between service provision and organizing and how they can work together.</i>
10:00 a.m.–10:10 a.m.	Break
10:10 a.m.–12:10 p.m.	Relations of Power Presentation and Interactive Role Play <i>This session will discuss and demonstrate how to strategically identify, develop and use measurable effective power when confronting organized power on the other side, as well as the forms and definitions of organized power needed depending on the decision maker. The session will also explore the forms of organized power displayed during an interactive role play.</i>
12:10 p.m.–12:50 p.m.	Lunch
12:50 p.m.–2:35 p.m.	Building Powerful Coalitions and Collaborations <i>This session will discuss and demonstrate how to strategically identify, develop and maintain powerful collaborations and coalitions.</i>
2:35 p.m.–2:50 p.m.	Break

2:50 p.m.–4:50 p.m.	Strategy Chart <i>This session will discuss and demonstrate how to strategically identify and develop a winning strategy for an issue campaign while also building powerful organizations and coalitions.</i>
4:50 p.m. – 5:00 p.m.	Wrap-up: Thoughts from the Day
5:00 p.m.	Adjourn

Saturday, Day 2: 8:30 a.m.–4:30 p.m.

8:30 a.m.–8:45 a.m.	Welcome from Congressman Jared Huffman
8:45 a.m.– 8:50 a.m.	Opening Comments and Review of the Day's Goals and Agenda
8:50 a.m.–10:00 a.m.	Developing a Strategy Chart Assignment Review and Development <i>This session will allow participants a hands-on opportunity to explore and practice using the organizing strategy chart to strategically identify and develop a winning strategy for an issue campaign while also building the power of organizations and coalitions.</i>
10:00 a.m.– 12:00 p.m.	Strategy Chart Presentations
12:00p.m.–12:15 p.m.	Final Organizing Questions, Ideas and Concerns
12:15 p.m.–1:00 p.m.	Lunch
1:00 p.m.– 1:50 p.m.	Cannabis on Public Lands Panel
2:05 p.m. – 2:55 p.m.	Protecting Rivers, Engaging Communities Panel
3:00 p.m. – 3:45 p.m.	Poster Sessions: Non-profits and Political Organizing Solidarity Economies Funding Yourself as an Activist Networking Corner
3:50 p.m. – 4:20 p.m.	Final Reflections: How to Apply Organizing in your Work and Region
4:20p.m. - 4:30 p.m.	Wrap-up/Evaluations
4:30 p.m.	Adjourn