

# Writing

For Community Leaders  
& ORGANIZERS

led by Greg Pierce & Adrienne McCauley

**Wednesdays March 17 & 24, April 7, 14, 21**

9:00-11:00am CT / 10:00am - Noon ET

**Storytelling Session: Sunday, March 21**

6:00-9:00pm CT / 7:00-10:00pm ET



**20**

**Participant Limit**

**RSVP Today!**

*(registration will close when full)*

**Registration Fee**

**\$255**

*(includes \$5 processing fee)*

*for IAF Affiliates*

**\$507**

*(includes \$7 processing fee)*

*for non-IAF Affiliates*

**After registration, you  
will be contacted with  
next steps.**

If there is enough demand, **this workshop may be repeated in Fall of 2021** on the same basic online schedule, so if you cannot make March-April you can pre-register for the Fall session with Julie Rowley at the contact info below. Also, **this workshop may be conducted online directly for any IAF affiliated organization** for a flat-fee total of \$2500 (minimum of 10, maximum of 15 participants) on a schedule that is convenient to the sponsoring organization.

### Further Information

Contact Greg Pierce  
gfpierce@aol.com  
773-590-3801

**To Register:** Julie Rowley  
julie.rowley@metro-iaf.org  
414-350-3135

### GOAL

To train leaders and organizers affiliated with the Metro Industrial Areas Foundation (Metro IAF) how to write prose that is artful, persuasive, and 99% error-free. Advice on editing and publishing participants' work also provided.

### WHO IS THIS FOR?

IAF Organizers & Senior Leaders from IAF Affiliated Organizations. Looking for approximate 50-50 split between organizers and leaders. *(References from or contact info for last year's participants available upon request.)*

### METHOD

Examples of bad and good writing analyzed by the participants and instructors (including samples submitted by participants), individual assignments during practicum, discussions by the group, multiple articles and sample stylesheet handed out, and various books on writing recommended.

### REGISTRATION

Register Online *(see link below)*. For those participants sponsored by an IAF-affiliated organization, the total cost of workshop is \$255 (which can be waived or lowered based on need). Non-IAF-affiliated participants pay \$507 and need prior approval from Greg Pierce & Adrienne McCauley to participate. We are especially interested in encouraging leaders as well as organizers to take the workshop.

**Workshop Includes:** 10 hours of online group training and discussion, writing assignments between sessions, opportunity to do one-to-ones with other participants, the storytelling gathering, and individual consultation during the workshop with Greg Pierce or Adrienne McCauley. Tuition includes a free copy of the book *Reveille for a New Generation*.

**Potential follow-up:** Participants will be invited to submit writing samples to Greg Pierce or Adrienne McCauley for comment, editing, and discussion for up to three months after the workshop at no additional charge.

**Trainers:** **Greg Pierce** is the publisher of ACTA Publications, compiler and editor of *Reveille for a New Generation: Organizers and Leaders Reflect on Power*, and the conceiver and series editor of a line of practical books and booklets on organizing. Pierce has been an organizer, trainer, mentor, and leader with various projects of the IAF since 1970 and has been a Metro IAF supervisor in Illinois since May 2019. He has written ten books and edited hundreds. **Adrienne McCauley** has been an organizer in both W/SW IAF and Metro IAF for over 15 years, most recently as the lead organizer for DuPage United and the Fox River Valley Initiative. She is currently on indefinite leave after having her third child in five years. Her article "My Father's a Union Member" is featured in the book *Reveille for a New Generation*.

**To Register: Send name, contact info & IAF Affiliate to Julie Rowley**

**Pay for registration: <https://www.metro-iaf.org/donate>**

**Select TRAINING & WORKSHOP FEES under pull down paypal menu**

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**If you want to organize, you have to be able to write.**

Is this true? Not entirely. We can all think of organizers who could not write, but the great majority of them could, from Moses and Paul to Susan B. Anthony, Martin Luther King, Jr., Cesar Chavez, Betty Friedan, and Saul Alinsky (to name just a few organizer-writers in the U.S. in modern times). And many of the non-writer organizers had other people who wrote *for* them.

So maybe we have to change our opening statement to “If you want to organize, you have to be able to write or know somebody who will do it for you.”

Why is this true? It is true because organizing is always about persuasion and motivation and teaching and training, and you can’t do that without writing.

Why can’t we organize without writing? In the era of television and social media, why can’t we just Tweet or Instagram or YouTube or email or text or whatever is the next technological marvel? Here are five reasons:

- **Reflection:** Reflection is not meditation. It is not about musing about things or praying or letting go. It is a discipline of taking time with oneself to think about what you are doing and why. To do reflection effectively, you have to write down what you are thinking about in an organized way, first so you can review it and act on it, and second so you can share your reflections with others, especially your mentor or colleagues.
- **Communication:** Yes, the best communication tool for organizers is one-to-one individual relational meetings. But these are always based on written communication. In the first place, the results of each one-to-one have to be written down immediately or they will certainly be forgotten, almost in their entirety. Then there is often communication before and after the one-to-one—to set up meetings, thank people, keep them appraised, invite them to something. Finally, there are lots of communications that are aimed at a broad audience that need to be written, including background papers, press releases, flyers, brochures, fund-raising appeals and grant applications, and letters—lots and lots of letters.
- **Action:** “Action is to organizing is like oxygen to the body,” said Saul Alinsky, but writing is to action as blood is to the veins: You can’t get the oxygen to the brain if you don’t have it. Think of all the things that have to be written before and after any action: agenda, remarks and speeches, next steps, commitment forms, evaluations, training notes, handouts, articles and books to be read. Organizers have to write a lot of these, and if they are going to teach leaders how to do it, they’d better know how to themselves.
- **Institution-Building:** If you are not doing institutionally-based organizing, you can skip this reason. Or maybe you should just skip organizing completely, because you’re never going to create enough long-standing power to win much of anything anyway. But if you are doing institutionally-based organizing (i.e., religious institutions, unions, small businesses and business associations, not-for-profit organizations) you will quickly realize that you have a way to communicate with their members—but only if you know how to write. Dues-paying institutions to your organization will distribute printed material to its members for free, if you provide it to them and it is well-written. This is how organizers and their organizations can beat the internet and social media and even the press and television: we hand people short, interesting, readable, extremely well-written pieces on paper with important information they want to know. Our member institutions will do this for us, if we ask them.
- **History:** Who is going to write the definitive history of your organization and/or your organizing career? You are, of course. Unless you haven’t or can’t write. First, no one else is going to do it. You may not be interesting or important enough, or the material may just not be available (partly because you did not write it), or maybe your work has been so threatening to the status quo that no one will publish it. In any event, if you can write and are willing to write your own story, you are certainly the best person to do it. You were there. You know what really went on. You know which bodies to leave buried and which to resurrect!