

# Agenda

## Fundamentals of Community Organising Program

<b>Location</b>	Amnesty International Action Centre, Chippendale
<b>Timing</b>	Day 1: 8:30am for a 9:00am start - 5:00pm finish Day 2: 8:30am for a 9:00am start - 3:30pm finish

### Our community organising strategy

Our training program is a key part of our community organising strategy. The Wilderness Society started as a small group of nature lovers standing up for our wild places, and through the iconic Franklin River campaign, enlivened a movement and inspired a generation. Our many successes over the last 40 years have shown that the best way to protect nature for future generations is to demonstrate visible public support, not only for the protection of nature, but also for the global climate in Australia.

We are returning to our people-power roots and investing in our greatest strength: our ability to inspire and empower people to make change. Community organising is the primary source of our power and will help us win campaigns, but it is more than this. It involves training, supporting and empowering leaders to activate their community, build effective teams and create solutions to achieve our shared vision. We aim to create a society that is deeply connected to nature and that seeks to protect our natural world.

Our training program will work to develop leaders across the country. This will, of course, help us win campaigns. But it will also build capacity and infrastructure that will allow us to keep winning into the next generation.

### Training overview

This course will cover the fundamentals of community organising including:

- theory and frameworks,
- relational organising skills,
- using personal narrative,
- cutting an issue and making a plan, and
- core organising skills, including running effective house parties.

After the course you will have opportunities to work with the Wilderness Society on campaigns and movement building. You will also have the skills to work with your local community on issues you are passionate about.

<b>DAY 1:</b>	
<b>TIME</b>	
8:30am	<b>Registration, Coffee</b>
9:00am	<b>Welcome, Introductions and Purpose</b>
	<p><b>Community Organising and Movement Building</b></p> <p>An overview of the key elements of movement building based on connecting deep, relational organising and base-building with grassroots, people and issue-centred electoral campaigning around a clear, progressive public policy agenda; discuss different models and approaches to community organising and building power, with a focus on building a powerful base of people and grassroots leaders connected through dense and enduring relationships.</p>
	Stretch Break
	<p><b>Relational 1:1 Organising</b></p> <p>One-on-one relational organising is the spine of all community organising. In this section we explore how our focus on building authentic relationships and identifying issues, interests, and values to move people is different from more transactional, short-term electoral campaigning or issue mobilisation.</p>
12:15 - 1:00pm	Lunch
	<p><b>Making an Effective Ask</b></p> <p>Effective mobilisation is built upon connecting our campaign with what matters to people and then providing actions they can take to help address our shared problem.</p> <ul style="list-style-type: none"> <li>• Presentation - model and best practices for making an effective ask</li> <li>• Exercise - Door knocking campaign for a local issue (exercise can be modified easily for local campaigns)</li> </ul>
	<p><b>Running Effective House Parties</b></p> <p>We know that personal connections are the most effective way to engage people to take action and to build meaningful, long-lasting commitments that will grow and sustain our movement. House parties tap into our already existing networks of friends and neighbors to reach hundreds of new people to build a powerful movement of people who care about nature and are ready to take action to protect it — in a way that is both fun and effective. House parties are a great way to build our movement larger - one party at a time.</p>
	Break
	<p><b>Using Personal Narrative</b></p> <p>Facts are important but it is trust that bridges the gap between you and your audience. Effective stories can build trust and provide challenge, choice and the opportunity to act. In this session, we will analyse different stories to learn how to tell a compelling narrative that motivates your audience to action.</p>
5:00pm	<b>Wrap up and Learnings</b>

DAY 2:	
TIME	
8:30am	<b>Registration, Coffee</b>
9:00am	<b>Welcome and introduce day</b>
	<b>Personal Narrative Presentations</b> You will have the opportunity to hear your group's personal narratives and share your own!
	<b>Choosing an Issue and Making a Plan Presentation</b> Campaigns too often start with tactics — signing a petition, going to a rally, putting up a sign, or doing direct action at a site — without defining a strategy to win a set of demands. In doing so, many ultimately become campaigns in search of a strategy, and too often in search of a win. This session is about how to choose an effective organising issue and develop a plan for action to help you win on the issues you care about.
	Break
	<b>Making a Plan</b> Bringing it all together. We'll take some examples and work through in groups how we take something from an idea into an actionable plan.
11:45 - 12:30pm	Lunch
	<b>Making a Plan (continued)</b>
	Break
3:30pm	<b>Evaluation, Wrap up and Next Steps</b>

## Suggested Readings

- Marshall Ganz — Importance of Story
- Dave Mann — Movement Moments
- Erik Peterson — Organizing or Mobilizing
- Erik Peterson — How Good Storytelling Can Save the Left
- Cristina Xu — Signal, Space, Structure: Designing for Communities of Interest
- Wellstone Action — Politics the Wellstone Way