

Agenda

Fundamentals of Community Organising Program

Location	The Wilderness Society's Brisbane Office, 67 Boundary St, West End
Start time	8.30am for 9am start

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 for not only the protection of nature, but 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 empowering, training and supporting leaders to activate their community, build effective teams and create solutions to achieve our shared vision to create a society that is deeply connected to nature and 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 this course you will have opportunities to work with the Wilderness Society on campaigns and movement building, and also the skills to work with your local community on issues you are passionate about.

DAY 1: Saturday	
TIME	
8:30 - 9:00am	Registrations, Coffee
9:00 - 9:30am	Welcome, introductions and Purpose
9.30 - 9.45 am	Campaign introduction – Stopping land clearing in Queensland A brief intro to TWS' main campaign in Queensland right now...
9:45 - 10:15am	Community Organising and Movement Building 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.
10:15 - 10:25am	Stretch Break
10:25 - 12:10pm	Relational 1:1 Organising One-to-one relational organising is the core 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.
12:10 - 12:50pm	Lunch (and Group Photo)
12:50 - 2:00pm	Making an Effective Ask 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. <ul style="list-style-type: none"> ● Presentation - model and best practices for making an effective ask ● Exercise - Doorknocking campaign for a local issue
2:00 - 2:45pm	Recruiting and Retaining Volunteers Community organising is scalable through recruiting new volunteers, building a volunteer culture that retains volunteers and building teams of volunteers who are aligned around common ends, but relatively self-directing and autonomous in defining actions.
2:45 - 3:00pm	Break

3:00 - 4:00pm	<p style="text-align: center;">Running Effective House Parties</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 neighbours 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>
4:00 - 4:45pm	<p style="text-align: center;">Using Personal Narrative</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>
4:45 - 5:00	<p style="text-align: center;">Wrap up - Learnings</p>

DAY 2: Sunday	
TIME	
8:30 - 9:00am	Coffee Finalise Personal Narrative Presentations
9:00 - 9:15am	Welcome and introduce day
9:15 - 10:00am	Personal Narrative Presentations You will have the opportunity to hear your group's personal narratives and share your own!
10:00-10:30am	Choosing and issue and making a plan (presentation) 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.
10:30-10:45am	Break
10:45 - 12:30pm	Making a plan Bringing it all together... Campaign worksheet provided.
12:30 - 1:15pm	Lunch
1:15 - 3:00pm	Making a Plan (continued)
3:00 - 3:30pm	Evaluation, Wrap up and Next Steps

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