
Agenda

Fundamentals of Community Organising Program

Timing	Day 1: 8:30 for a 9:00am start 5:00pm finish Day 2: 8:30 for a 9:00am start 3:30pm finish
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Our community organising strategy

Our training program is a key part of our new 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 in Australia, but care for the climate globally.

We are returning to our people-power roots and investing in our greatest strength: our ability to inspire and empower people to create change. Community organising is the primary source of our power and will help us win campaigns, but it is much more than this. It involves empowering, training and supporting leaders to activate their communities, build effective teams and create solutions to achieve our shared vision of 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 not only help us win campaigns, but it will also build capacity and infrastructure within local communities that will allow us to keep winning into the next generation.

Training overview

This course will provide you with 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.

Through this training, you will be well equipped to work with the Wilderness Society on our current campaigns and community organising program, as well as work with your local community or organisations to take effective action on the issues you really care about.

DAY 1:	
TIME	
8:30 - 9:00am	Registrations, Coffee
9:00 - 9:30am	Welcome, Introductions and Purpose
9:30 - 10:00am	<p>Community Organising and Movement Building</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. We'll 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>
10:00 - 10:10am	Stretch Break
10:10 - 12:00pm	<p>1:1 Relational Organising</p> <p>One-to-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>
12:00 - 12:45pm	Lunch
12:45 - 2:00pm	<p>Making an Effective Ask</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"> • Presentation - model and best practices for making an effective ask • Exercise - Doorknocking campaign for a local issue (the exercise can be modified easily for local campaigns)
2:00 - 2:45pm	<p>Recruiting and Retaining Volunteers</p> <p>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.</p>
2:45 - 3:00pm	Break

TIME	
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 - 5:00pm	<p style="text-align: center;">Wrap up - Learnings</p>

DAY 2:	
TIME	
9:00 - 9:15am	Welcome and Introduction to the Day
9:15 - 10:30am	Personal Narrative Presentations You will have the opportunity to hear your group's personal narratives and share your own!
10:30-11:00am	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.
11:00-11:10am	Break
11:10 - 12:30pm	Making a Plan Bringing it all together.
12:30 - 1:15pm	Lunch
1:15 - 3:00pm	Making a Plan (continued)
3:15 - 3:30pm	Evaluation, Wrap up and Next Steps

Suggested Reading

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