

PWN



BLOCK
PARTY



This webinar series is made possible through the Grassroots Organizing Institute (GOI), a program of the Groundswell Fund.

About Positive Women's Network- USA

Led by our constituency: women
and people of trans experience
living with HIV.



Mission:

To prepare and involve women living with HIV, in all our diversity, in all levels of policy and decision-making.



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PWN sees the HIV epidemic, especially as Black, brown, LGBTQ, TGNC, and low income are disproportionately impacted, as a **symptom of larger inequities and injustice.**

We organize to build power in communities most impacted by the epidemic.



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Core Strategies

1. Leadership development
2. Organizing and mobilizing for strategic campaigns (issue-based & electoral)
3. Policy analysis and policy advocacy
4. Strategic communications

All center racial, economic, and gender justice



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universal
healthcare



economic justice



sexual and reproductive
health, rights and
justice



ending
criminalization



trans rights, safety &
justice



ending violence
against women
living with hiv

Our priorities

Read more at

pwn-usa.org/issues/policy-agenda/



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What's the PWN Block Party?

A summertime web-based series designed to build skills in grassroots community organizing.

WHY?

- Because racial, gender, and economic injustice hurts all of us.
- Because building power for our communities is all about listening to people's real concerns so we can address them.
- Because organizing depends on relationships and rigor.
- Because we're gonna be here after 2020 no matter what happens.



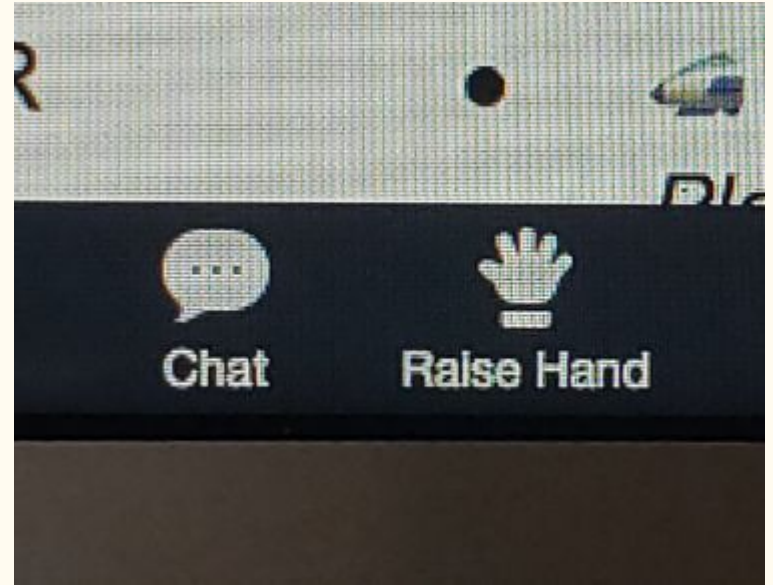
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Ways to participate

- Chat
- Raise Hand
- Feel free to live tweet, our twitter handle is @uspwn



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Grassroots Organizing Basics Facilitators:

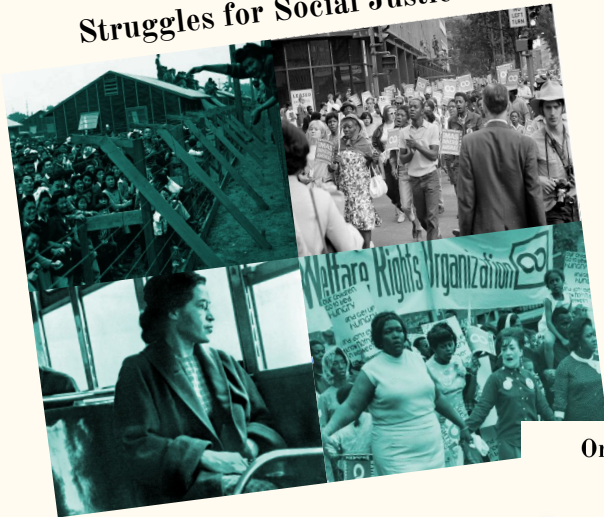
Shannon Robinson, Rica Rodríguez, Barb Cardell and Lisa Castellanos

Today's session is about...

- How do you know you're Organizing?
- Characteristics of Community Organizing

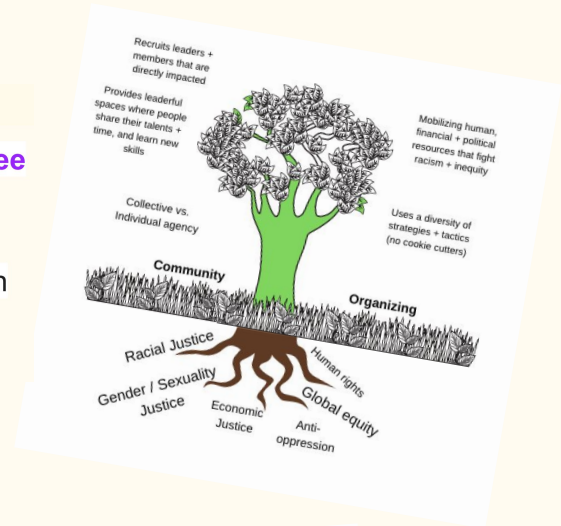
Webinar 1 Recap...

Moments In History Struggles for Social Justice

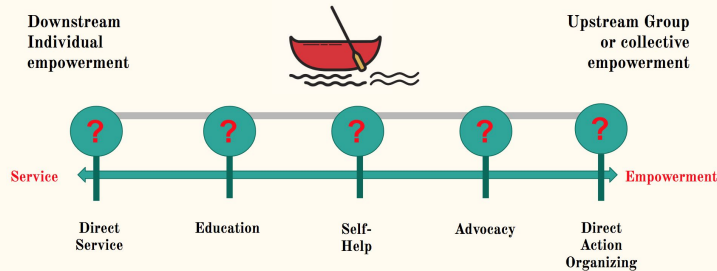


EMPOWERMENT

Refers to [actions taken] **to increase the degree of autonomy and self-determination** in people, and in communities in order **to enable them to represent their interests** in a responsible and self-determined way, **acting on their own authority.**



Organizing methods & practice can help us “paddle upstream” towards collective empowerment.



Social Justice Spectrum of Approaches



Direct Service



Education



Self-Help



Advocacy



Direct Action
Community Organizing



How do we know we're organizing?

What does it look like?

Community Organizing Jeopardy



Definitions & Terms

Round 1

WHAT

100

200

Bonus

WHO

100

200

300

HOW

100

200

300

Something that in the opinion of a group of people lowers the quality of life. A large concern that impacts the community negatively.

What is...

A Problem...



Round 2

WHAT

Problem

200

Bonus

WHO

100

200

300

HOW

100

200

300

A specific problem around
which one can organize in
order to impact a larger
problem

What is...

An Issue



Round 3

WHAT

Problem

Issue

Bonus

WHO

100

200

300

HOW

100

200

300



A member of an organization who demonstrates the ability to take initiative in analyzing and thinking through problems and solutions, engenders loyalty and trust of other members in the organization, is able to move members to actions and shows commitment to being actively involved in the planning and execution of campaigns.

What is...

A Leader



Round 4

WHAT

Problem

Issue

Bonus

WHO

100

Leader

300

HOW

100

200

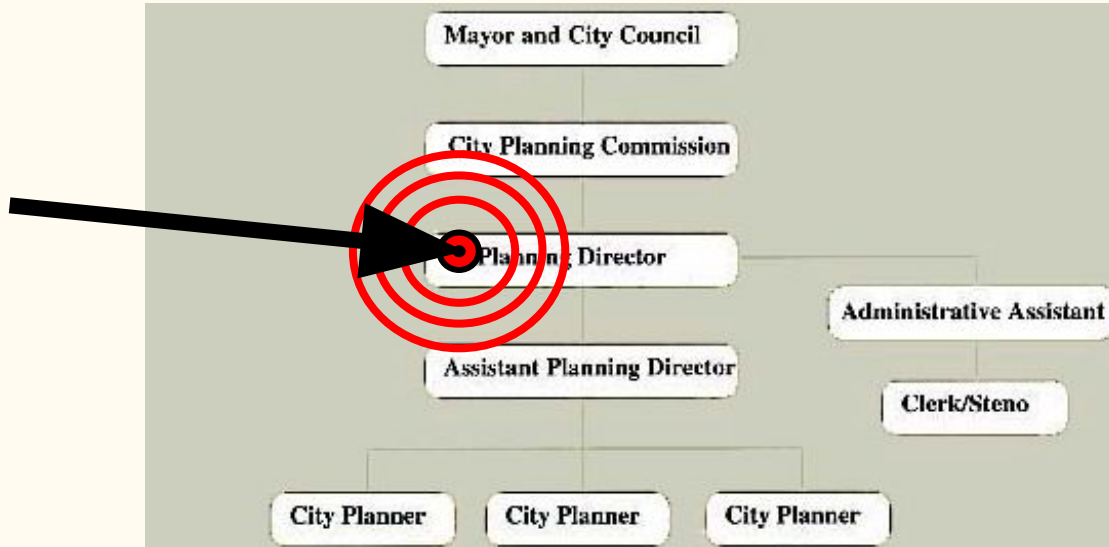
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An individual with the power to grant the organization its demands.

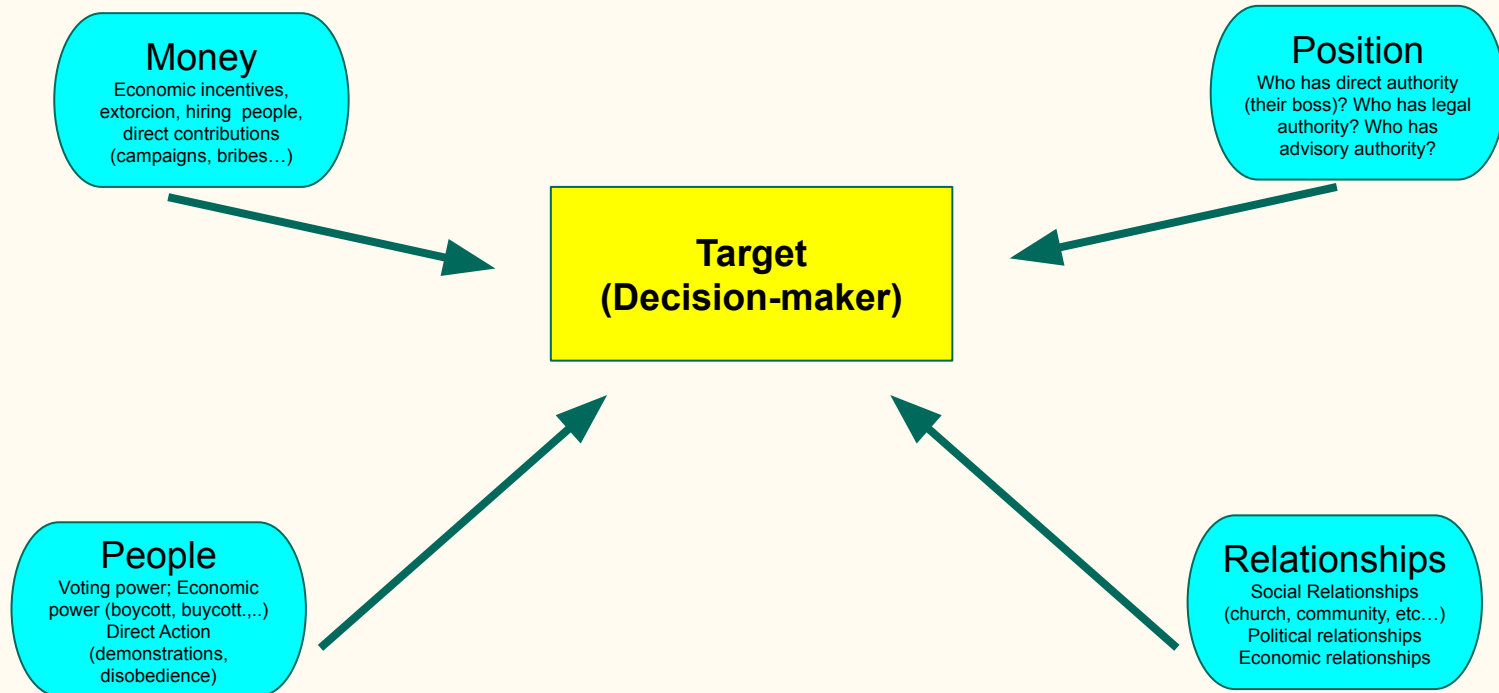
What is...

A Target



Types of Power on a Target, aka the Decision-Maker

Ask yourself, “Who exercises power on a decision-maker through use of”



Round 5

WHAT

Problem

Issue

Bonus

WHO

100

Leader

Target

HOW

100

200

300



A specific activity, usually among a set of activities, which moves the organization towards the direction of its strategy.

What is... A Tactic



Round 6

WHAT

Problem

Issue

Bonus

WHO

100

Leader

Target

HOW

Tactic

200

300

A plan, which has a series of activities that focus on an issue and pressure the target into negotiations, which culminate in an agreement.

What is...

A Campaign

Sobranite Park
says:

Nothing
about us
without us.



ESCALATION OF TACTICS

If your target does not meet your demand, put some public pressure on your target. Hold a speak out, ask people to sign a petition.

Meet with your target and outline your demands nicely. Propose a deadline for decision.

If they still don't meet your demands, put more pressure on your target. Deliver petition in person with supporters. Publish a piece in the newspaper.

Let your target know how powerful you are through a show of numbers such as a rally, march.

VICTORY! Claim victory in a way that shows how everyone wins.



Round 7

WHAT

Problem

Issue

Bonus

WHO

100

Leader

Target

HOW

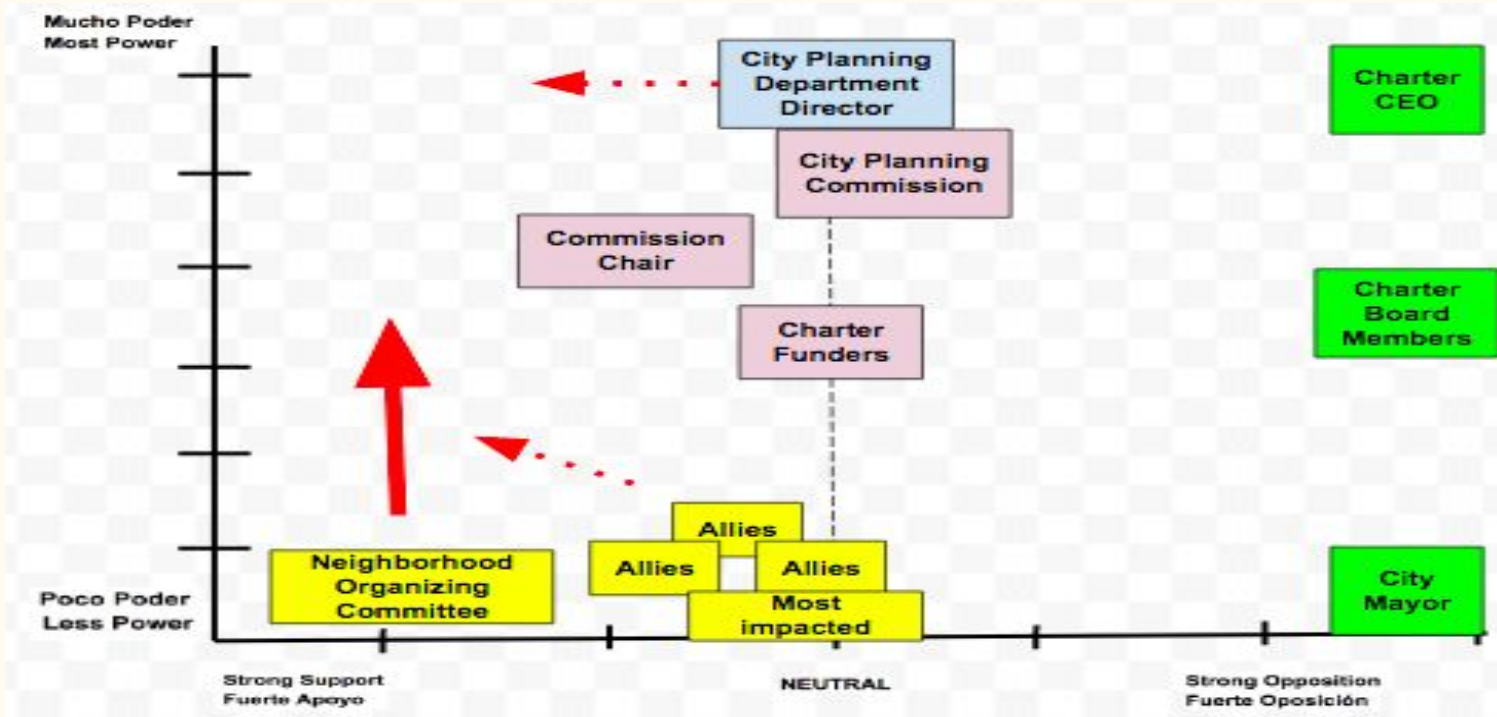
Tactic

Campaign

300

An overall plan to destabilize the position of the target that gives direction and focus to other elements of the campaign.

What is... A Strategy



Round 8

WHAT

Problem

Issue

Bonus!

WHO

100

Leader

Target

HOW

Tactic

Campaign

Strategy

A grouping of people whose self-interest would be served by your organization or campaign.

A Constituency



Final Round!

WHAT

Problem

Issue

Bonus!

WHO

Constituency

Leader

Target

HOW

Tactic

Campaign

Strategy

A methods-based approach that enables people to turn the resources they have into the power they need to make the change they want.

Direct Action Community Organizing



Montgomery
Bus Boycott



United Farm
worker Grape
Boycott





Important Characteristics of Community Organizing

CRAFT:
Contact work, Research, Action, Fundraising, Teamwork

Street Outreach

“Waiting room”

Presentations

**Personal
Visits/ 1:1's**

Tabling

URL/Online

House meetings

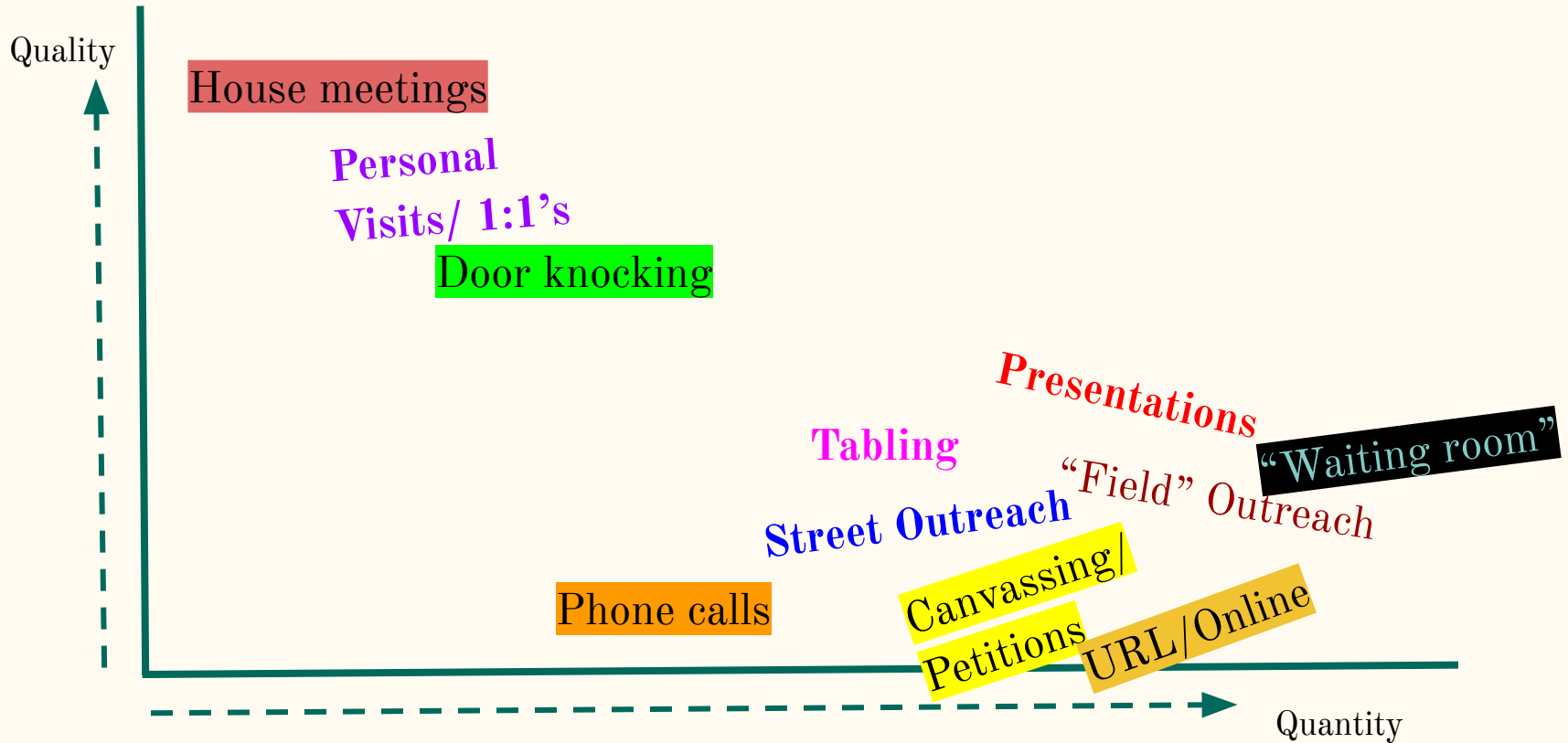
**Canvassing/
Petitions**

“Field” Outreach

Door knocking

Phone calls

Contact work is the HEART of a Community Organizing approach for Collective Action:
Community organizing uses contact work as a means identify and recruit potential leaders for a campaign



Open Forum

Questions, Comments?

For more information

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Join us for our next webinar “Developing
& Engaging new members” on July 27