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.
PWN sees the HIV epidemic, especially as Black, brown, LGBQ, 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.
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
Our priorities

Read more at pwn-usa.org/issues/policy-agenda/
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.
Ways to participate

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

Downstream
Individual empowerment

Upstream Group
or collective empowerment

Service
Direct Service

Education

Self-Help

Advocacy

Direct Action
Organizing

Empowerment
Social Justice Spectrum of Approaches

Direct Service

Advocacy

Education

Self-Help

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
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 ....”

**Money**
Economic incentives, extortion, hiring people, direct contributions (campaigns, bribes…)

**Position**
Who has direct authority (their boss)? Who has legal authority? Who has advisory authority?

**People**
Voting power; Economic power (boycott, buycott...)
Direct Action (demonstrations, disobedience)

**Relationships**
Social Relationships (church, community, etc...)
Political relationships
Economic relationships

Target (Decision-maker)
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
- 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
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

URL/Online

“Field” Outreach

Phone calls

Canvassing/Petitions

Tabling

Personal Visits/ 1:1’s

House meetings

Door knocking
Contact work is the HEART of a Community Organizing approach for Collective Action:
Community organizing uses contact work as a means to 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