

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.



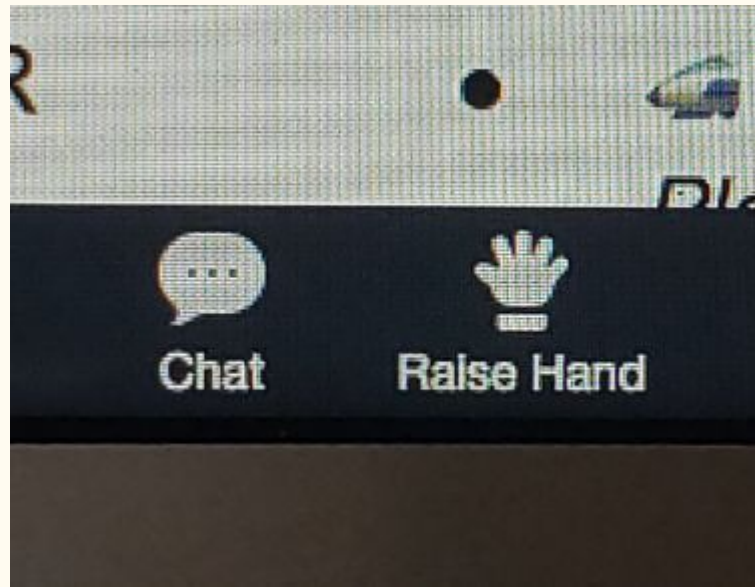
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Ways to participate

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



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Cultivating and Engaging New Leaders

Facilitators: Lisa María Castellanos, Nevaeh Anderson, Shannon Robinson

Webinar 1-2 Recap...

Moments In History Struggles for Social Justice

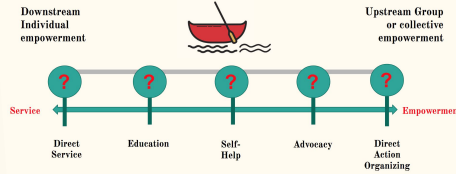
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EMPOWERMENT

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.



2



How do we know we're organizing?

What does it look like?

A Target



Final Round!

WHAT

- Problem
- Issue
- Bonus

WHO

- Constituency
- Leader
- Target

HOW

- Tactic
- Campaign
- Strategy

Community Organizing Jeopardy



Definitions & Terms

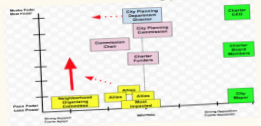


Important Characteristics of Community Organizing

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

- Street Outreach
- Personal Visits/ 1:1's
- House meetings
- Door knocking
- "Waiting room"
- Tabling
- URL/Online
- Canvassing/ Petitions
- "Field" Outreach
- Phone calls
- Presentations

What is... A Strategy



What is... A Campaign



Today's session is about...

- Public Narrative as a practice of leadership
- Mobilizing Commitments: Organizing methods in action
- Leadership vs. Leaderful: Infrastructure that creates belonging and purpose

Spectrum of Social Change Approaches: from Individual to Collective Empowerment

Community organizing is the METHODS-based practice of building a base of people in order to empower one's community to achieve social change through collective power.

ES



Advocacy

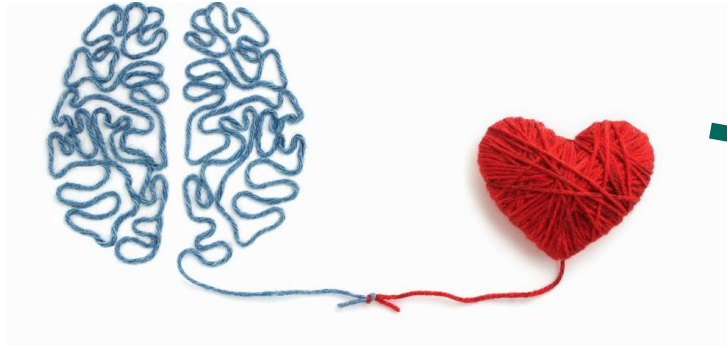


Direct Action Community Organizing

Public Narrative as a Practice of Leadership

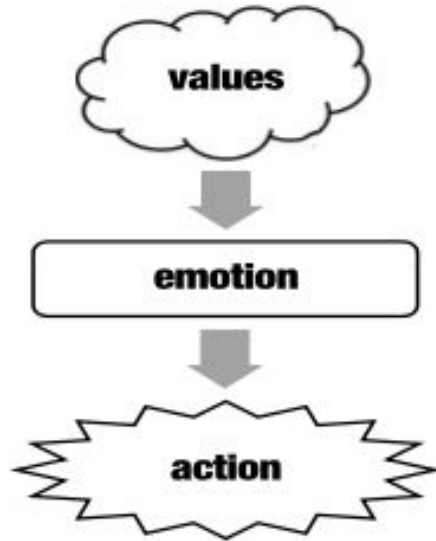


Marshall Ganz: the Art of translating values into action



Marshall Ganz: the Art of translating Values into Action

The Theory:



Marshall Ganz

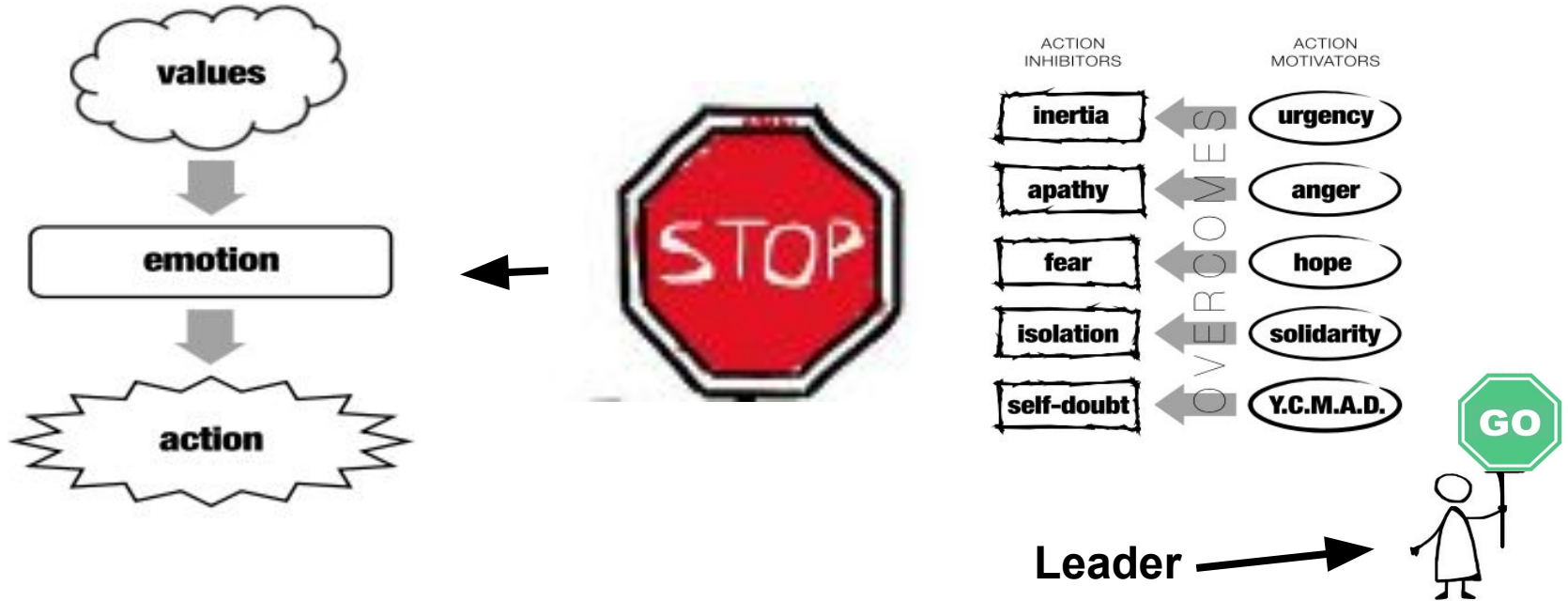
- Senior Lecturer in Leadership, Organizing and Civil Society at the Kennedy School of Government at Harvard University and the Carr Center for Human Rights
- Public Narrative Resources
 - *Telling Your Public Story*
 - *Public Narrative Participant Guide*



What makes a
good story?

Marshall Ganz: the Art of translating Values into Action

A leader's primary role: to help others face uncertainty using public narrative to overcome paralysis.



Public Narrative as a Practice of Leadership



A “story of self” tells why you have been called to serve.



A “story of now” communicates the urgent challenge we are called upon to face now.



A “story of us” communicates why our community in particular is called to act, and why we in particular have the capacity to lead.

APPROACH versus METHOD

Approach is a way of dealing with something

Method is the way in which something is done

Refers to the direction or angle.

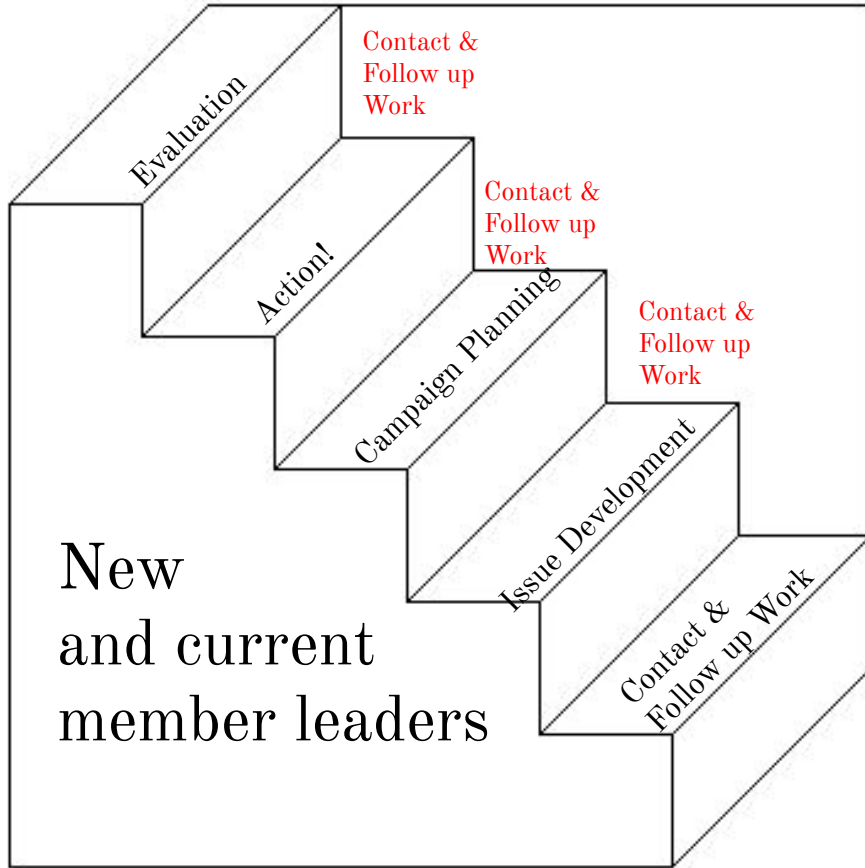
Refers to a process

Refers to the theoretical framework in general

Refers to step by step guidelines

Approach has to be decided before selecting the method

Method can be selected after deciding the approach



Community organizing depends on the participation of the most impacted at every step.

All Roads Lead to 1:1's

1. **INTRODUCTION:** FIRST IMPRESSIONS ARE ABOUT BEING A REAL PERSON!
2. **CITE PURPOSE:** WHO ARE YOU WITH & WHY ARE YOU THERE
3. **LAY DOWN THE HOOK:** DRAW OUT THE STORIES
4. **PROBING FOR TEMPERATURE:** GET A SENSE OF POTENTIAL INTEREST
5. **CRUNCH:** PRESENT THE CONTEXT TO MOVE PEOPLE FROM SHARING THEIR STORY OF SELF TO COMMITMENT

Street Outreach

"Waiting room"

Presentations

Personal Visits/ 1:1's

Tabling

URL/Online

House meetings

Canvassing/ Petitions

"Field" Outreach

Door knocking

Phone calls



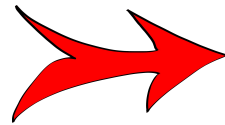
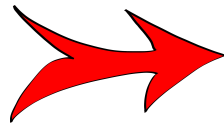
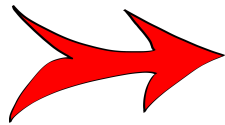
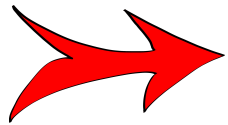
Mobilizing Commitments: the Four C's

- Connection
- Context
- Commitment
- Catapult

How many
1:1's does it
take to assess
and engage a
new leader?



Pathway to the Kitchen: Creating Infrastructure to welcome, follow-up and integrate new leaders



Leadership vs. Leaderful: Infrastructure for Leadership



Doorstep



Foyer



Living Room



Kitchen

Self-reflection:

1. What norms were you raised with re: “opening the door”?
2. How does each space represent increased trust, familiarity and belonging?

Identify, Recruit + Engage



Follow-up, Training + Diagnostic

– A Community Organizing Approach *should be* Relational & Transformative

Extractive? > Radical Hospitality?

Consumer? > Producer?

Participant? > Protagonist?

Campaign-defined? > Political home?

In review...

- Public narrative: stories to motivate action
- Values + Emotion = Action
- Role of Leaders
- Organizers methodology: 1:1's + follow-up + mobilizing commitments
- Infrastructure that creates belonging + opportunities to practice new skills, share talents + build the story of NOW
- Community Organizing = Relational + Transformative

Open Forum

Questions, Comments?

For more information

- www.pwn-usa.org

- Barb Cardell

Barb@pwn-usa.org

303-946-2529

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