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
Cultivating and Engaging New Leaders

Facilitators: Lisa María Castellanos, Nevaeh Anderson, Shannon Robinson
Webinar 1-2 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.

A Target

Important Characteristics of Community Organizing

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

How do we know we’re organizing?
What does it look like?

A Campaign

WHAT
Problem
Solution

WHO
Worker
Member
Leader

HOW
Tactic
Strategy

2
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
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.
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:

values → emotion → action
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
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

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

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