

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.



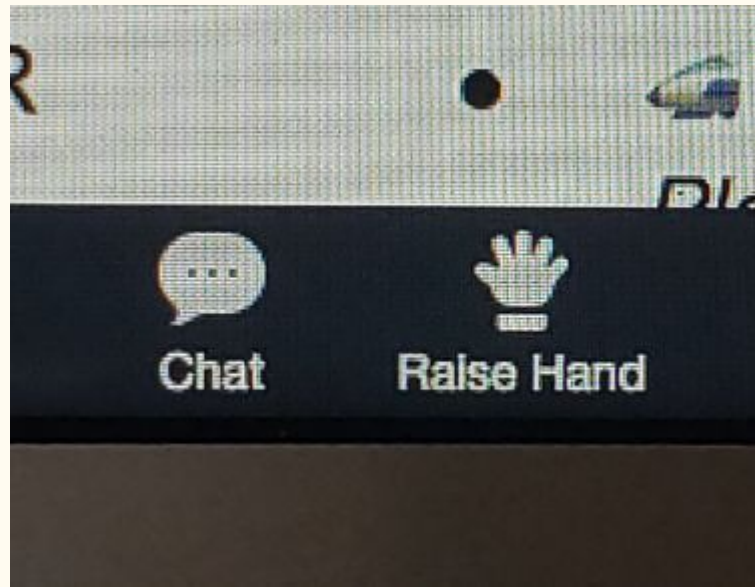
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Ways to participate

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



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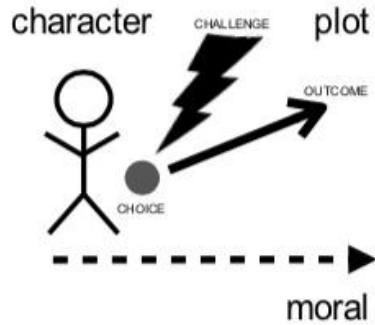
Building from the Ground Up: Finding our people

Facilitators: Lisa María Castellanos, Rica “Muñeca” Rodríguez and Queen Alexis Abrams

Today's session is about...

- The Art of First Impressions and Multiplication: Identifying and recruiting new people into your work
- Contact vs Outreach: how to build a base for community organizing
- Infrastructure: Engagement spaces as leader-ful containers

On our last webinar...



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



How do go from an individual with a problem...



Toward a shared analysis and strategic action
for the improvement of the collective?

We begin by having person to person conversations...

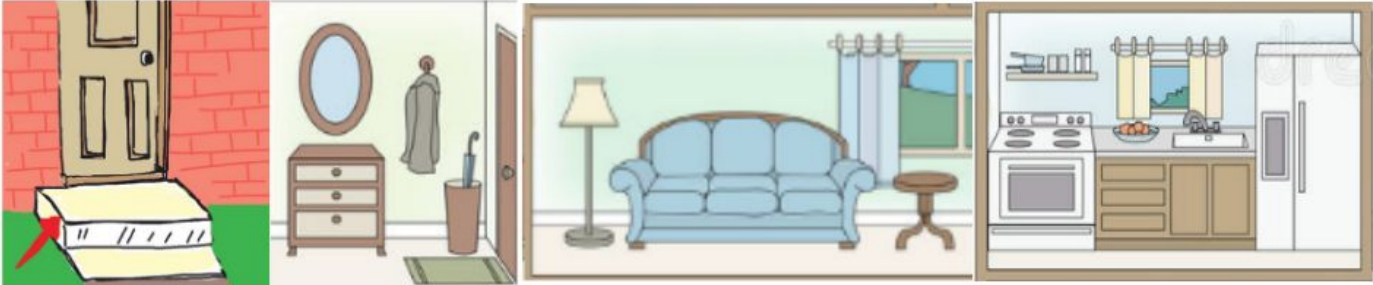








Leadership vs. Leaderful: Infrastructure for Leadership



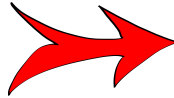
Doorstep



Foyer



Living Room



Kitchen



???????

Street Outreach

“Waiting room”

Presentations

Personal
Visits/ 1:1's

Tabling

URL/Online

House meetings

Canvassing/
Petitions

“Field” Outreach

Door knocking

Phone calls

What is the BEST outreach approach if you are community organizing?

All of the above

Street Outreach

“Waiting room”

Presentations

Personal
Visits/ 1:1's

Tabling

URL/Online

House meetings

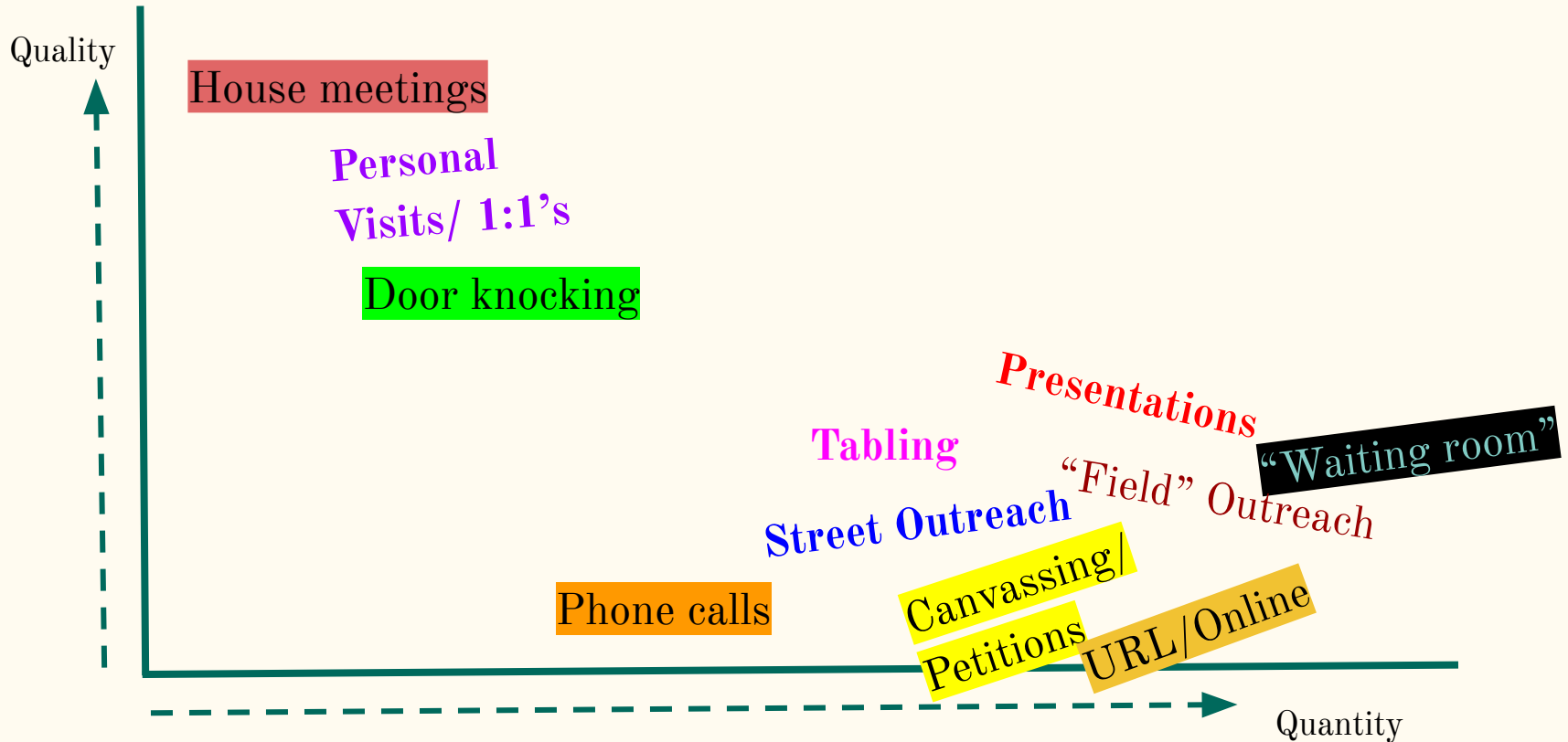
Canvassing/
Petitions

“Field” Outreach

Door knocking

Phone calls

Base-building Fact #1: Not all outreach is created equal...unless...

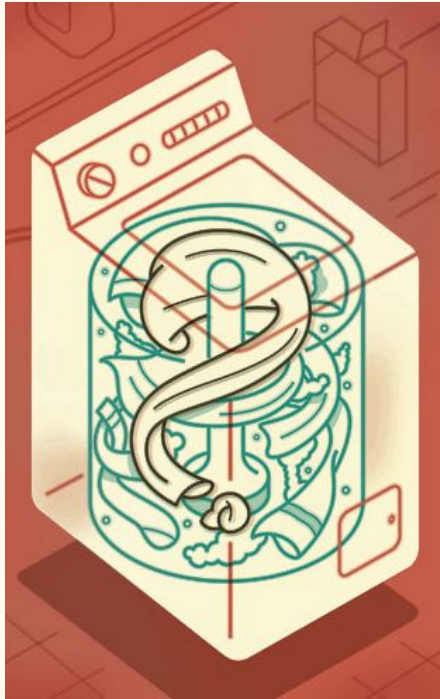


Wash

Rinse

Spin

Complete



Assess
commitment &
Action (Ask)

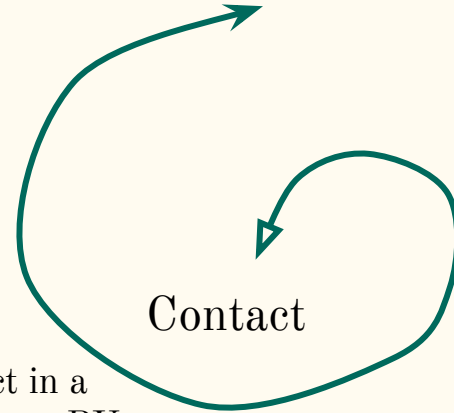
Reflect in a
follow up PV

Follow up PV,
connection &
assess interest

Contact

Action (Ask)

Reflect in a
follow up PV





**What could we
possibly talk about
in all those 1:1's?**



Types of 1:1's

Exploratory 1:1's =

What makes them tick?

What is their story of self?

Discovery 1:1's =

It's like peeling the onion!



Anatomy of an Exploratory 1:1

1) Introduction,

2) Active Listening/Focus,

3) Invitation/Ask. Here are some tips:

- Lead with questions; share just enough to invite sharing:
listen 80%/talk 20%
- Don't pry; probe -move at the speed of trust.
- Focus on getting to know them not getting them to do something.

Explore:

- What do they care about (self-interest)?
- What problems are affecting their life and the lives of their family?
- What knowledge do they have of the neighborhood or the community?



Discovery 1:1's

5 categories:

1. Thinking with
2. Challenging or making an ASK
3. Task or Stepping into a Role
4. Evaluation or debriefing
5. Reflection



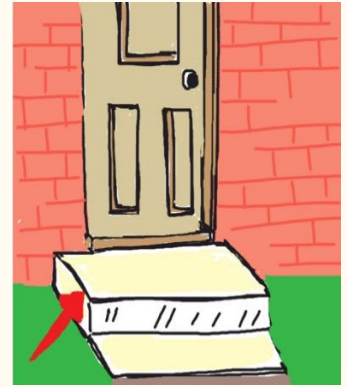
Let's review...

- Foyer to Kitchen “Environments”
- Outreach vs Contact
- We mapped out organizing contact guidelines as a methods
- 1:1's as a practice of organizing
- Different types of 1:1's



Organization A: Doorstep-centered

Your organization A does **DIRECT SERVICE**, but wants to adopt organizing methods because they realize collective power is necessary for long term change. Organization A's main outreach approach is via the folks they speak to on their hotline for direct service.



What first step does organization A need to take in their journey toward collective empowerment and organizing?

What “engagement environments” could Organization A think about inviting people to?

Sample Contact Plan Example 1

Method: Phone Calls using a warm list

Ask: Get a "yes" to attend a gathering & ask for a 1:1/PV

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		Phone bank warm list				Exploratory 1:1 & sharing about the campaign
		Phone bank from warm list			1:1/ PV's	
		Phone bank from warm list			1:1/ PV's	ASK to commit to a task or role to assess leadership
	Reminder calls from HOT list				Event	
			Thank you calls to attendees + follow-up			

Scenario B: Kitchen-Centered

Organization B does POLICY ADVOCACY, and their core leaders know the legislative process like the back of their hand. Organization B knows that in order to keep the hard won legislative wins they must build a base of support. Their outreach bread & butter is presentations and tabling at community events.



What system(s) should Organization B create in order to deepen their contact work?

What “engagement environments” could Organization B consider designing and planning prior to bringing people into “the doorstep”?

Sample Outreach Plan Example 2

Method: Tabling

Ask: Get a “yes” to give them a follow-up call with goal to recruit into campaign

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					Tabling event	Exploratory 1:1 & sharing about the campaign
Follow up call with PV request					1:1/ PV's	
	1:1/ PV's			1:1/ PV's		
	Reminder calls to all esp. PV'd folks				Organizing committee meeting	ASK to commit to a task or role to assess leadership
		Thank you calls to attendees + follow up				

Sample Outreach Plan w/ current leader engagement

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<div data-bbox="139 222 336 353" style="border: 1px solid black; padding: 5px;"> Current leaders mini-training on recruiting at tabling events </div>		<div data-bbox="620 250 1064 325" style="border: 1px solid black; padding: 5px;"> Calls to current leaders confirming availability to table </div>				<div data-bbox="1595 233 1798 342" style="border: 1px solid black; padding: 5px;"> Tabling event </div>
	<div data-bbox="508 430 1193 484" style="border: 1px solid black; padding: 5px;"> Current leaders follow up call to new contacts </div>				<div data-bbox="1348 430 1566 495" style="border: 1px solid black; border-radius: 15px; padding: 5px;"> 1:1/ PV's </div>	<div data-bbox="1595 419 1812 547" style="border: 1px solid black; padding: 5px;"> Exploratory 1:1 & sharing about the campaign </div>
	<div data-bbox="365 594 583 659" style="border: 1px solid black; border-radius: 15px; padding: 5px;"> 1:1/ PV's </div>			<div data-bbox="1099 594 1317 659" style="border: 1px solid black; border-radius: 15px; padding: 5px;"> 1:1/ PV's </div>		
	<div data-bbox="496 768 1205 834" style="border: 1px solid black; padding: 5px;"> Reminder calls to all esp. PV'd folks </div>				<div data-bbox="1348 718 1566 893" style="border: 1px solid black; padding: 5px;"> Organizing committee meeting </div>	<div data-bbox="1653 663 1875 794" style="border: 1px solid black; padding: 5px;"> ASK to commit to a task or role to assess leadership </div>
		<div data-bbox="639 932 1292 998" style="border: 1px solid black; padding: 5px;"> Thank you calls to attendees + follow-up </div>				



Open Forum

Questions, Comments?

For more information

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Join us for our next webinar July 24