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

Street Outreach

Personal Visits/ 1:1’s

“Waiting room”

Tabling

Canvassing/ Petitions

URL/Online

“Field” Outreach

Door knocking

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

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

Quality

Quantity
Wash

Rinse

Spin

Complete

Contact

Follow up PV, connection & assess interest

Assess commitment & Action (Ask)

Reflect in a follow up PV

Reflect in a follow up PV

Action (Ask)

I was just making conversation. When you make conversation, you have to listen, too!

You do?
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 there 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

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- **Exploratory 1:1 & sharing about the campaign**
- **ASK to commit to a task or role to assess leadership**
- **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 
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- Follow up call with PV request
- 1:1/ PV’s
- Reminder calls to all esp. PV’d folks
- Thank you calls to attendees + follow up
- Tabling event
- 1:1/ PV’s
- Organizing committee meeting
- Exploratory 1:1 & sharing about the campaign
- ASK to commit to a task or role to assess leadership
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<td>Current leaders follow up call to new contacts</td>
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Open Forum

Questions, Comments?
For more information

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Join us for our next webinar July 24