

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/](https://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.



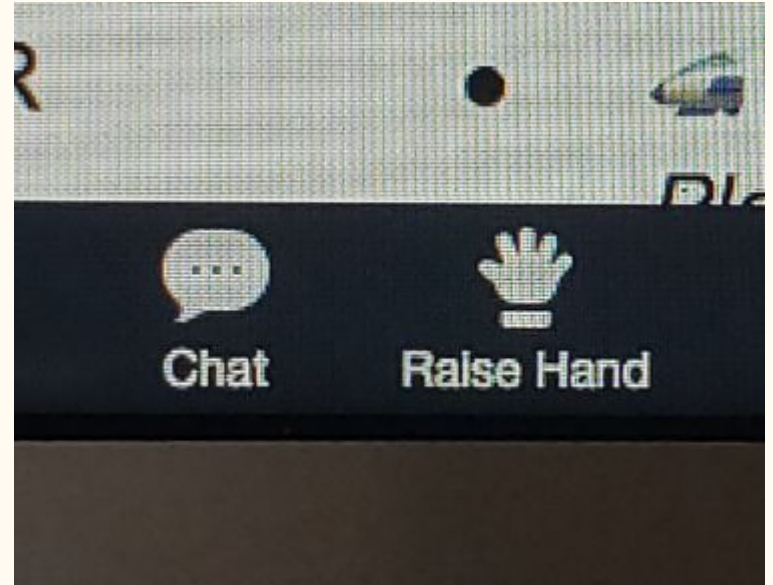
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# Ways to participate

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



PWN



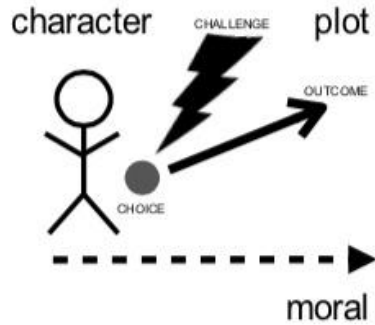
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Beyond List Building: a movement-moment conversation

Facilitator: Lisa María Castellanos

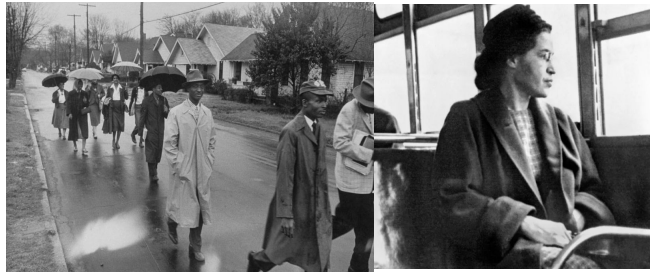


# In previous webinars...



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

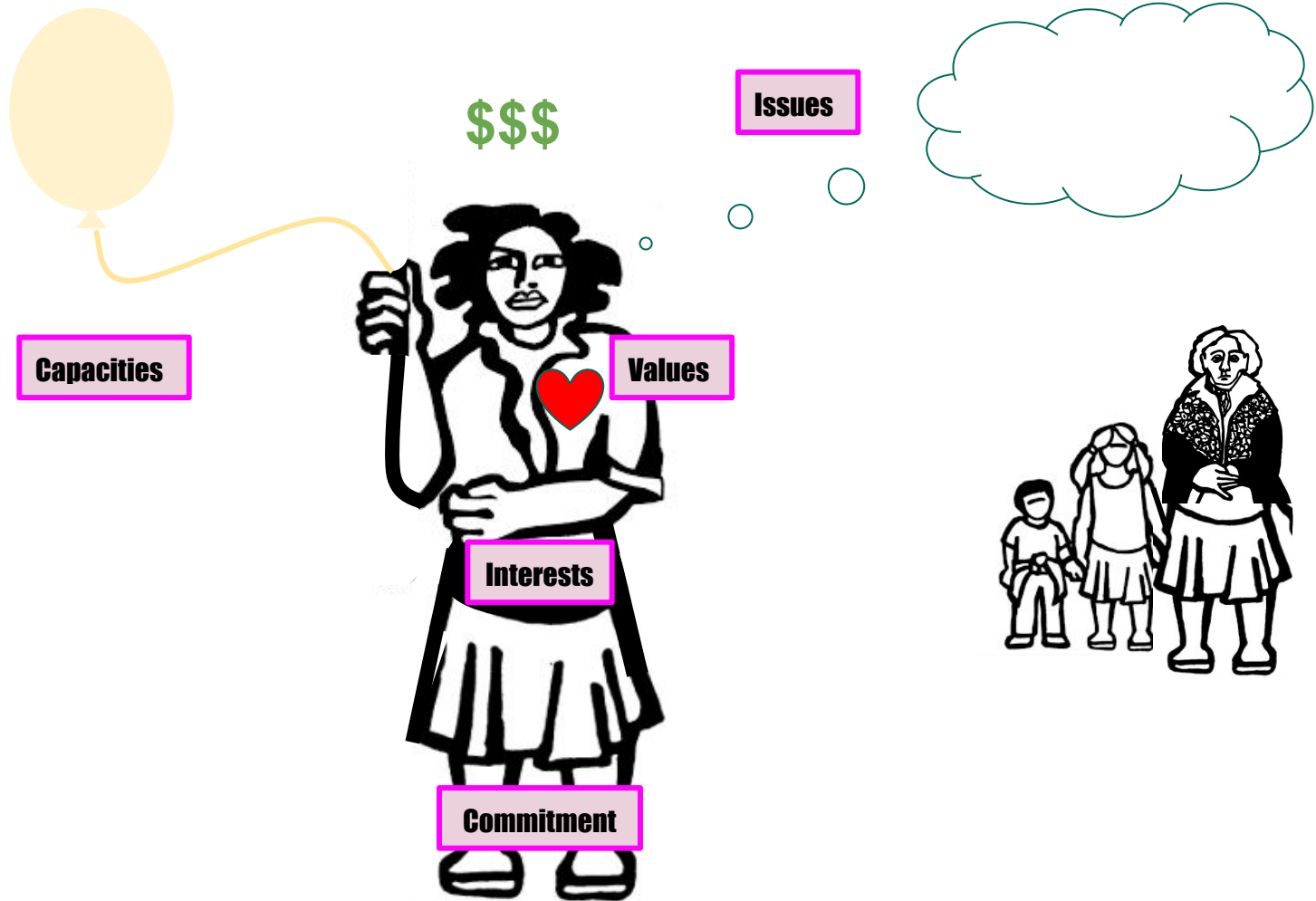






What are some reasons  
this person join your  
organization?

What makes  
people stay?



# Organizing is another way of saying, “Relationship building”

A powerful organizing tool is a **GOOD LIST**.

## What is a **GOOD LIST**?

A	B	C	D	E	F
Complete Name	City	Emails	Telephone	Sign petition	
Teresa	Oakland	example@gmail.com	2543943	Yes	
Rigo	Oakland	example@gmail.com	2545378	Yes	
Vicente	Oakland	example@gmail.com	3097647	Yes	
Alejandro	Concord	example@gmail.com	6553746	No	
Maria	Concord	example@gmail.com	7126053		
Geraldine	Concord	example@gmail.com	8931073	Yes	
Alma	Concord	example@gmail.com	205-9748	Yes	



# A GOOD LIST:

- Tells us about the people we want to organize.
- Reminds provides a leadership assessment that later informs our ASK
- Is a HOT list - a record of active relationship vs a list of attendees.

A	B	C	D	E	F
Complete Name	City	Emails	Telephone	Sign petition	
Teresa	Oakland	example@gmail.com	2543943	Yes	
Rigo	Oakland	example@gmail.com	2545378	Yes	
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Alejandro	Concord	example@gmail.com	6553746	No	
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Geraldine	Concord	example@gmail.com	8931073	Yes	
Alma	Concord	example@gmail.com	205-9748	Yes	





# Scenario 1

I was hired to organize domestic workers. After 10 months in the field, I haven't had much luck identifying very many volunteers, much less potential leaders or new members.

I decide to hold a domestic worker conference one month from now as a strategy to identify new supporters. I inherited a list built over the past 4 years of over 300 people. I, and my three volunteers, plan to call the list and invite people to attend our conference.

My goal is for 100 people to attend the event, and to recruit 30 attendees to become members.

# Scenario 2

I was hired to organize domestic workers. After 10 months in the field, I haven't had much luck identifying very many volunteers, much less potential leaders or new members.

I decide to hold a domestic worker conference one month from now. I inherited a list built over the past 4 years of over 300 people, but I've never contacted them. I decide my key outreach method will be a targeted Facebook Ad campaign to build a list of potential attendees. I, and my three volunteers, plan to call the FB Ad list and invite people to attend our conference.

My goal is for 100 people to attend the event, and to get 30 attendees to commitment to attend a follow up meeting.

# Scenario 3

I was hired to organize domestic workers. After 10 months in the field, I haven't had much luck identifying very many volunteers, much less potential leaders or new members.

I have three volunteers, and a 4 year old list of over 300 people. Looking at the list, I know who the oldest/newest contacts are. I also know which events they attended, and if they received a follow up call.

Our goal is to identify 100 potential supporters, 30 volunteers and 10 potential leaders.

Complete Name	City	Emails	Telephone	Sign petition?
Teresa	Oakland	example@gmail.com	2543943	Yes
Rigo	Oakland	example@gmail.com	2545378	Yes
Vicente	Oakland	example@gmail.com	3097647	Yes
Alejandro	Concord	example@gmail.com	6553746	No
Maria	Concord	example@gmail.com	7126053	
Geraldine	Concord	example@gmail.com	8931073	Yes
Alma	Concord	example@gmail.com	205-9748	Yes
A Prisa	Concord	example@gmail.com	234-5139	Yes
Janet	Concord	example@gmail.com	309-4071	No
Amanda	San Lorenzo	example@gmail.com	438-2904	Yes
Nia	San Lorenzo	example@gmail.com	442-9109	No
<i>Yesenia</i>	San Lorenzo	example@gmail.com	497-4069	No
Julian	Hayward	example@gmail.com	625-0262	Yes
Caroline	Hayward		660-9169	No
Frank	Hayward	example@gmail.com	750-7018	No
Peter	Hayward	example@gmail.com	772-3639	No
Luz maria	Hayward	example@gmail.com	791 635	Yes
Charles	Fremont	example@gmail.com	900-3539	No
Bob	Fremont	example@gmail.com	980-3863	No
Joel	Fremont			No
Luz	Fremont	example@gmail.com		Yes

Name	Address	Language	Telephone	1st contact?	domestic worker?	1st Assessment	commitment for a 1:1?
Teresa	1566 Foley Ave	English	2543943	Yes	No	Cold (no interest)	No
Rigo	Primo Ave	English	2545378	Yes	No	Cold (no interest)	No
Maria	1542 Terilyn Ave	Spanish	2721310	maybe	No	Warm (moderate interest)	Call back
Vicente	1883 panama ave	English	3097647	Yes	No	Cold (no interest)	No
Mary	1742 terilyn ave	Spanish	3864321	No	Yes	Warm (moderate interest)	maybe
Humberto	1797 Terilyn Ave.	English	4640839	Yes	Yes	Warm (moderate interest)	Call back
Abraham	1658 June Ave	Spanish	5065548	No	Yes	Warm (moderate interest)	maybe
Alejandro	1708 june avenue	Spanish	6553746	No	Yes	Cold (no interest)	No
Alejandro	1708 june avenue	Spanish	6553746	No	Yes	Warm (moderate interest)	maybe
Tiffany	1671 Foley	English	6563854	Yes	Yes	Hot (high interest)	Yes
Maria	1488 Foley Ave	English	7126053	maybe	No	Cold (no interest)	No
Barbara	1599 Terilyn	Spanish	8885938	maybe	No	Warm (moderate interest)	Call back
Geraldine	1621 Foley	Spanish	8931073	Yes	No	Cold (no interest)	No

Teresa	1566 Foley Ave	English	2543943	Yes	No	Cold (no interest)	No
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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
Current leaders mini-training on recruiting at tabling events		Calls to current leaders confirming availability to table				Tabling event	
		Current leaders follow up call to new contacts				1:1/ PV's	Exploratory 1:1 & sharing about the campaign
	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					





# In review...

- List building = relationships
- A GOOD LIST is not built in day
- Lists are only as good as the information we track (data)
- Good organizers work their lists and keep them warm
- Data should tell a story of your constituents and their potential for leadership

# Open Forum

Questions, Comments?

# For more information

- [www.pwn-usa.org](http://www.pwn-usa.org)

- Barb Cardell

[Barb@pwn-usa.org](mailto:Barb@pwn-usa.org)

303-946-2529

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