Organizing for Change
An introduction
Key topics

• What are the goals of organizing to affect change? How are they different from other kinds of change-making?
• What are some useful terms, words, or concepts related to organizing?
• What is the process to achieve those goals?
• Who does the organizing? What are some of the roles people can take as organizers?
Different Kinds of Change-making

- Social change is the altering of society’s social arrangements. It is the restructuring of relationships between and among various groups within a society.
Organizing to affect change

• What is a campaign to affect political change?
• Example: the civil Rights Movement
What are the goals of a political organizing campaign?

• To affect change through the government by passing or enforcing laws and policies.
Vocabulary

• Organizing
  – a process by which people come together to act in a united way. ... much of community organizing is in the pursuit of a common agenda, increased collective power.
Vocabulary

• **Power**
  – Organized money
  – Organized people
  – Organized information

• **Question:** How can power be used to affect change?
Vocabulary

• Goal
  – something that we strive for. It is defined as being a broad, long term aim that defines the accomplishment of the mission. ...An example of an organizing goal could be: “Win an inclusionary zoning ordinance for our town.”
Vocabulary

• Strategy
  – a careful plan or method for achieving a particular goal usually over a long period of time; the skill of making or carrying out plans by employing tactics to achieve a goal.

• Tactics
  – plans that include maneuvers and logistics, of a person, organization or group to promote forward movement in the direction of your goal.
  – “If strategy is the ladder, tactics are the steps on the ladder...”
Vocabulary

• **Base**
  – is the group of people and organizations who are deeply committed to your issue, many times they are directly affected by your issue or serve people who are.
    • **Question:** Who is our base?

• **Allies**
  – are people and organizations that have similar interests on issues. Many times these are organization or people whose issues intersect with your issues, such as housing and transportation or health or education.
    • **Question:** Who are some of our allies?
• **Decision-Maker**
  – is the person who can give you what you want. It is especially necessary to know who these folks are when doing a legislative or city campaign.

  – are always people or individuals not groups.

  – Decision-makers are some time referred to as targets.
Midwest Academy Strategy Chart

After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Organizational Considerations</th>
<th>Constituents, Allies, and Opponents</th>
<th>Targets</th>
<th>Tactics</th>
</tr>
</thead>
</table>

© Midwest Academy

28 E. Jackson Blvd. #605, Chicago, IL 60604

(312) 427-2304 mwacademy1@aol.com www.midwestacademy.com
Organizing to make change

Step 1: Analyze

- What are the problems
- What is our issue?
  - How do we find out?
  - What needs to be done to change it?
Problem vs. Issue

- Informs about What’s Wrong (makes a complaint)
- Makes Everyone Responsible (and no one)
- Hard to Know When It’s Fixed (problems linger)

- Frames the Values at stake, to Point to the Demand
- Identifies a Target who’s Responsible (for granting or blocking change)
- Know Whether Win Or Lose
Organizing to make change

Step 1: Analyze (con’t)

• What are our goals now that we know what we want to change?
  • Is it behavior change, legal change, or institutional change?
  • To increase _______. To decrease _______. To improve _______.
• Who are the key entities involved in the issue? Are they our targets?
Organizing to make change

Step 2: Planning

➔ Developing strategy

Example: Develop a plan that:

● informs the public,
● identifies your base and allies
● encourage them to take action (boycott/vote etc.),
● affect targets to make decisions that make change for your goal
Organizing to make change

Step 2: Planning con’t

• Identifying the tactics in the strategy
  • How are we going to execute our strategy?
  • **Tactics**: What are the steps we need to take to get there?
    • Example: community meetings, flyering, boycott, petitions, vote
Organizing to make change

Step 2: Planning - Roles

• Identifying the roles in the strategy
  • Who is going to do it?
  • Who creates the message? Who is going to hit the streets? Who is going to speak at events?
• Leaders, coordinators, communicators, social media guru, logistics.....or wonderful cook...
Organizing to make change

Step 3: Action/Campaign Delivery

• Implement!
  • Identified the timeline and milestones (ways to measure success)
  • Identified and solidified strategy and tactics
  • Identified roles
  • Do It!
Organizing to make change

Step 4: Impact/Evaluation

• Did we win?
• Did the action produce the desired result?
• Why?
• What can we do better next time?
THE END