

Community Organizing Strategy

Whatever strategy you choose must realistically attack the weaknesses of the opponent and effectively achieve your goal. There is absolutely no one action that will work in any instance. The best strategies are used like tools from a toolbox specific to the problem you face. For example, many people refused to move to the back of the bus before Rosa Parks, but when Rosa Parks refused to move she was a respected member of the community who was trained in civil disobedience with connections to social justice organizations to back her up. She was a hero but also a smart community organizer. You must absolutely remember this when applying an appropriate action to your cause.

Any tactic you choose should:

1. **Be focused on the Decision Maker or Secondary Target of the campaign.**
2. **Put power behind a specific demand** - be direct in asking for what you want.
3. **Meet your goals** - it should build support for your organization or group and advance you toward winning on your issue.
4. **Be outside the experience of the target** - a tactic that surprises targets will make more of an impact.
5. **Be within the experience of your own members** - your members should be comfortable with the tactic you choose, so that they are willing to participate.

Possible Tactics

1. Town-hall Meetings with elected and other officials
2. Legal Proceedings
3. Social/Media Campaigns
4. Referendums, Recalls, Election organizing
5. Boycotts - be warned this move must be very targeted.
6. Voter registration and voter education
7. Strikes
8. Non-violent Resistance