How to Community Organize

- Step 1: What's the goal?

(examples might be: We want to find and contact local legislator to ask them for their support on a position all at the same time; we want to create a phone bank for a candidate locally or nationally; we want to register and inform voters in our community)

- Step 2: What do you need to achieve this goal?

(We need a phone number and a list of people to e-mail that phone number to; We need a call list; We need help figuring out how to register voters and vetted resources to inform them.)

- Step 3: Who are the decision makers? Who holds power over the goal?

(Your city council is easy to locate on the web. Call the city clerk to find out the next city council meeting and get a small group to go with the same script/demands; We need to call the field organizer for the candidate we want to support; We should contact an nonprofit that focuses on voter registration (League of Women Voters, Voteriders, League of Conservation Voters, etc.)
    - Are there rules or documents that control access?

Community Organizing

Rules

1. Community organizing is about mobilizing volunteers towards a SPECIFIC AND MEASURABLE goal. According to Saul Alinsky in Rules for Radicals, "Power is not only what you have, but what the enemy thinks you have. "Power is derived from two main sources – money and people. "Have-Nots" must build power from flesh and blood."

2. Advocacy is about working FOR the people based on what they need. An effective community organizer NEVER TELLS the community what it needs; the leader listens and helps the group achieve the goals members have sought for themselves.

3. You must have a something that can result in change: a voter registration card, a changed mind, or a law.

4. People are motivated by their self-interest: present the issue within the context of how it will affect them. Nobody is going to come to your meeting unless they've got a reason to come to the meeting.

5. Community organizing is a dynamic process that requires constant attention and effort. It is impossible to use community organizing to get to a certain point and stop, or to build a community organization up and then stop reaching out for new folks and taking on new issues. The process of development that we described above - broadening people's view of their own self interest - is mirrored in the political arena. If an organization doesn't grow, it will die.

   a. FWFWFLFH: *Fight, Win, Fight, Win, Fight, Lose, Fight Harder*

6. It's Important that, at an early stage of the development of any group, the group learns to deal with conflict and confrontation. You *will* have disagreements within the group and have to confront people and organizations to change. Some ways to defuse the tension: (I'm noticing_____ in the group; how can we fix it?)

7. Define what the problem is EXACTLY and are your solutions:
   a. S
   b. M
   c. A
   d. R
   e. T

8. Nobody is going to come to the meeting unless they know about it. Communicate with people based on how they communicate. For example, young people use social media; others prefer phone calls. You will have to learn how to pick up the phone and call. Target your supporters accordingly.

9. Anyone can be a leader.

10. The most important victory is the group itself.

11. Sometimes winning is losing. At some point when you are confronting a problem the other side will offer you a compromise that is not your goal, if you take it you loose.

12. Sometimes winning is winning.

13. If you're not fighting for what you want, you don't want enough.

14. Celebrate! Have fun!

For more details please check out [this website](#).