

Organizing 101

Statewide Organizing Director
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What is Organizing?

The process of building power through determining what people want as individuals and then helping them find ***collective ways*** of getting it

The personal is political: Organizing is overwhelmingly about building relationships - changing the world and changing how individuals act together

Foundation for Organizing - Self-Care

What is Self-Care?

A personal, individual process that involves looking holistically into several levels of well-being - the ability to *proactively* enhance our health by building resiliency

Why is Self-Care Necessary?

Let's be real, this work isn't easy BUT a Healthier YOU → Healthier Movement

“Caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare.” -Audre Lorde

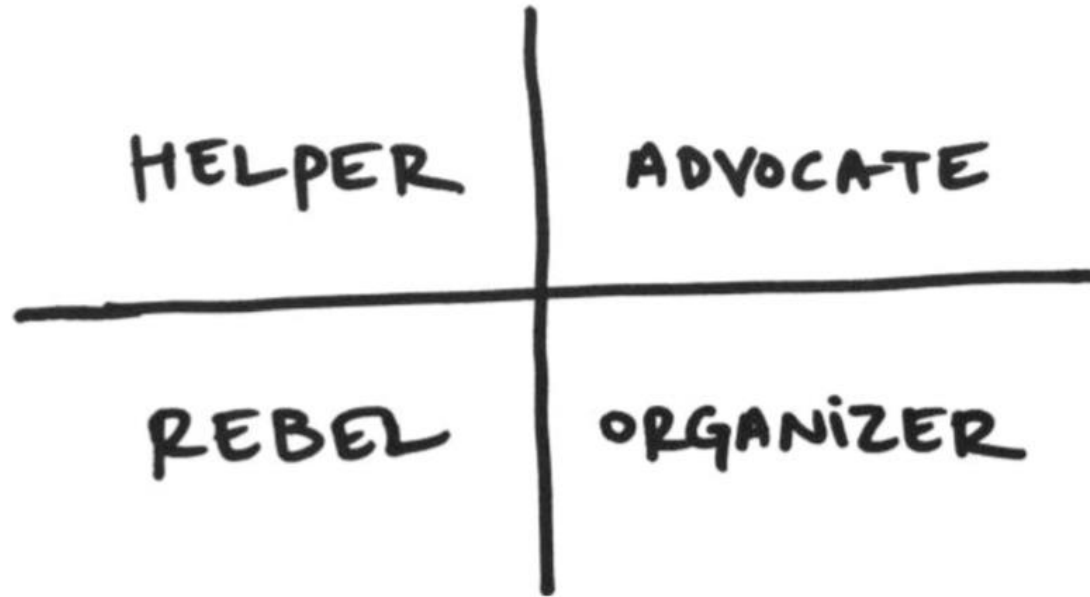
Integrating self-care into your daily life requires planning – 5 Tips to Practice Self-Care

Roles in Movement Building

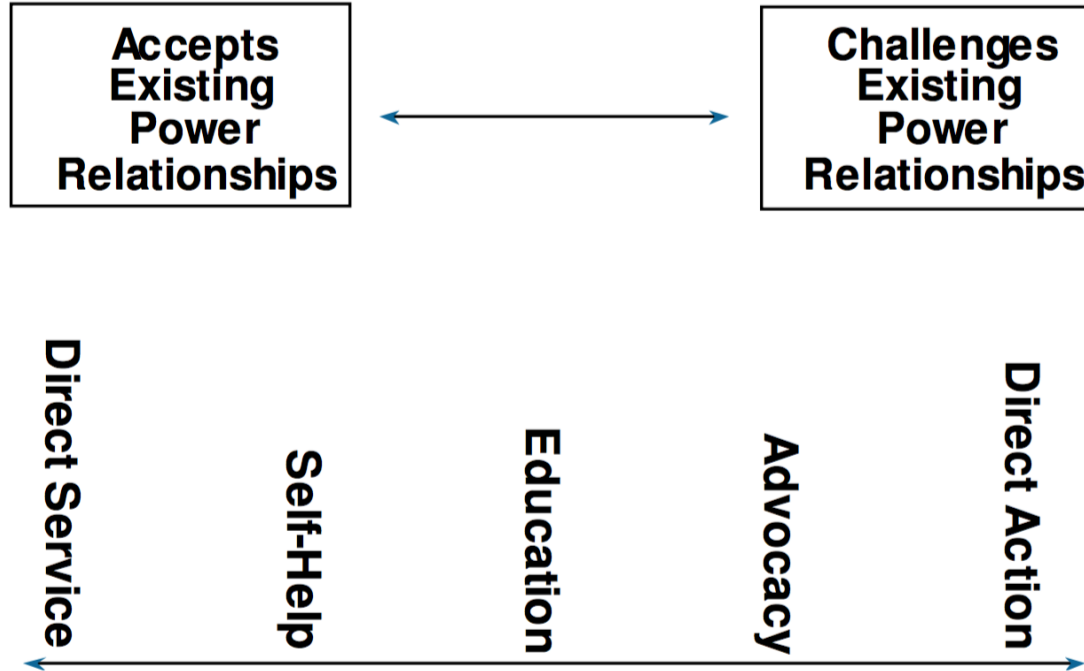
True of False:

- *Movements are lit like a match*
- *Movements are built by heroic figure head leaders*
- *Movements require complete internal unity*
- *Movements succeed if they mobilize large, mass actions.*

Your Role in Social Change



The Forms of Organizing



3 Basic Principles of Direct Action Organizing

1. Win concrete improvements in people's lives.
2. Make students aware of their own power
3. Alter the relations of power between students, the administration, the legislature and federal government

8 Steps to Direct Action Organizing

1. Identify a Problem
2. Choose an Issue
3. Develop a Strategy
4. Involve Large Number of Students Face to Face w/ Target
5. Target Reacts
6. Depending on Outcome - Regroup
7. Take Advantage of Elections
8. Keep Legislators Accountable to Demands

What is a Strategy?

Strategy is turning
the **RESOURCES** you have into
the **POWER** you need to get the
CHANGE you want

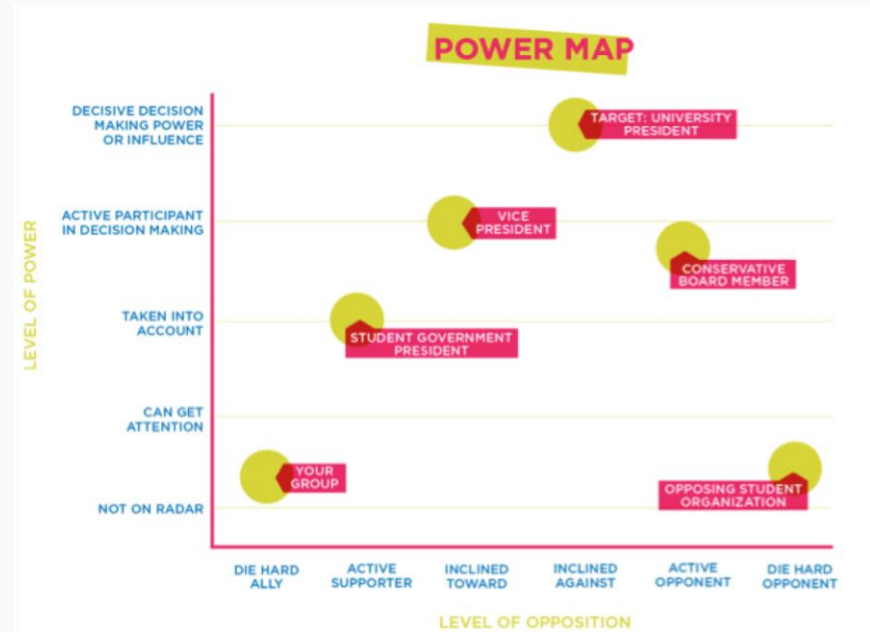
Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
<p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for this issue campaign. What constitutes victory?</p> <p><i>How will the campaign</i></p> <ul style="list-style-type: none"> • Win concrete improvement in people's lives? • Give people a sense of their own power? • Alter the relations of power? <p>3. What short-term or partial victories can you win as steps toward your long-term goal?</p>	<p>1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc.</p> <p>What is the budget, including in-kind contributions, for this campaign?</p> <p>2. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each:</p> <ul style="list-style-type: none"> • Expand leadership group • Increase experience of existing leadership • Build membership base • Expand into new constituencies • Raise more money <p>3. List internal problems that have to be considered if the campaign is to succeed.</p>	<p>1. Who cares about this issue enough to join in or help the organization?</p> <ul style="list-style-type: none"> • Whose problem is it? • What do they gain if they win? • What risks are they taking? • What power do they have over the target? • Into what groups are they organized? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> • What will your victory cost them? • What will they do/spend to oppose you? • How strong are they? • How are they organized? 	<p>1. Primary Targets</p> <p>A target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> • Who has the power to give you what you want? • What power do you have over them? <p>2. Secondary Targets</p> <ul style="list-style-type: none"> • Who has power over the people with the power to give you what you want? • What power do you have over them? 	<p>For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be</p> <ul style="list-style-type: none"> • In context. • Flexible and creative. • Directed at a specific target. • Make sense to the membership. • Be backed up by a specific form of power. <p>Tactics include</p> <ul style="list-style-type: none"> • Media events • Actions for information and demands • Public hearings • Strikes • Voter registration and voter education • Lawsuits • Accountability sessions • Elections • Negotiations

What is Power Mapping?

Power Mapping is a visual tool to **analyze power relationships** around an issue or agenda. It is also a **framework for problem solving** through relationship building.

Power mapping helps analyze current power relationships, **determine who/what you need to win** (key targets, coalition partners, etc.) and develop a strategy to **change the power relationships** necessary to win.

This process will help teach you the value of personal relationships as an important dynamic in social organizing.



Power & Tactics

Traditional Forms of Power

Political/Legislative Power: Getting something passed by a legislative body

Consumer Power: The ability to conduct a boycott

Legal/Regulatory Power: The ability to win in court or the regulatory process

Strike/Disruptive Power: Cutting off profits or income by stopping the university from functioning

Other

How it can be used on campus

Threatening to go around elected officials and use the legislative/political process. Passing state propositions or laws the UC would have to follow. Impacting the Governor's race and dictating who gets appointed to the Board of Regents.

Cut-off profits that students generate (athletic tickets, apparel, public dorms, campus food).

Sue or file a claim against the UC (Kashmiri Case).

Affect campus enrollment numbers or fundraising.

Negative Press about a powerful Regent, Administrator or Donor.

Different Kinds of Tactics

- Petition Drives
- Letter Writing
- Visits with Public Officials
- Public Hearings
- Mass Demonstrations
- Teach-Ins
- Educational Events
- Civil Disobedience
- Boycotts
- Marches

UC Specific Tactics - As a student

- Class Raps/Tabling/Canvassing
- Meeting with leadership from an organization
- Meeting with an administrator



PLEASE SUPPORT THIS PETITION TO DEMAND THAT THE UNIVERSITY OF CALIFORNIA OFFICE OF THE PRESIDENT:

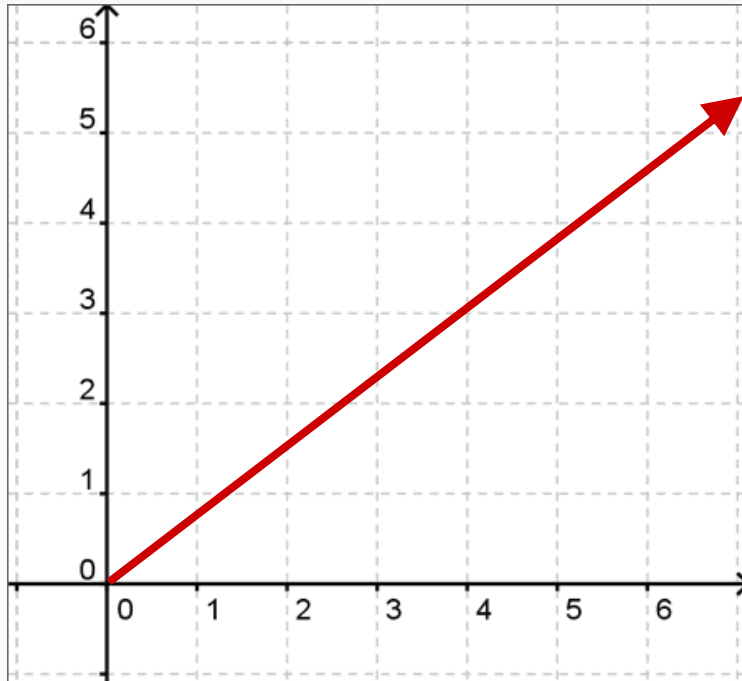
Mandate in-person consent and bystander intervention training and education for all students, faculty and staff.	Allocate a minimum of \$420,000 per year for this training program. This is roughly 96 cents per person trained.	Designate self-identified survivors as training leaders.	Provide stipends and/or class credit to trainers; all trainers should receive compensation.
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By signing this petition, you are asking President Napolitano to actively invest less of peer education and student leadership.

Campus: _____
Phone: _____
taking action in the fight against sexual assault

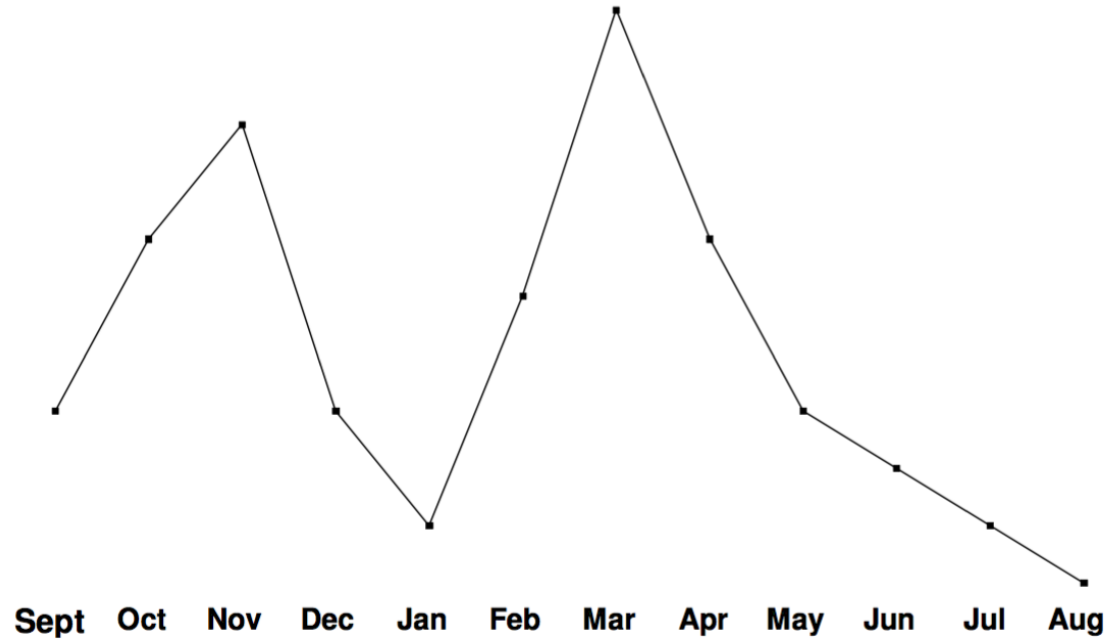
Escalation Chart

Logical Order to Using Tactics



The Energy Cycle

Changing student energy during the year



Recap

TACTICS are what our **CONSTITUENTS** do to the **TARGETS** to pressure the **TARGETS** to give us our **GOALS** and build the **ORGANIZATION**

Activity – Your Turn!

Split off into 4 Groups

Let's practice crafting issue based strategies – 30 minutes

Group 1: The cost of attendance of UC is too high

Group 2: Undocumented students feel unsafe at the UC

Group 3: UC is investing workers pensions into prisons

Group 4: Campus mental health services are not accessible

How Do We Get
Started? – What
Does it take to
Base Build?

The Organizing Conversation

1. Intro - Getting in the Door
2. Digging
3. Agitation
4. Inoculation
5. Plan to Win
6. Concrete/ Hard Ask

Getting Commitment



Social Media: Principles for Organizers

1. Only 20% of posts make it to a user's feed.
2. Social media is about conversation.
3. Social media is the weakest commitment you can get.
4. A powerful message is still the most important thing.
5. Deleting negative feedback hurts you in the end.

Rule of Halves

50 – people to turnout to an event: requires ...

100 – people to say yes: which requires ...

200 – talked to: which requires ...

400 – calls to be made: for which you need ...

600 – 800 names on the list. (some will be bad numbers).

Privilege and Allyship in Coalition Building

Given the political climate, there are more opportunities for us to play a role, BUT an intentional one

Everyone should see their investment in dismantling systems of oppression and an ally is an individual/group that actively uses their privilege and/or positionality to assist historically marginalized communities in doing so

Allyship is a conscious mindset, ***not*** an identity

From Ally to Accomplice

Being an Ally is often a *passive* commitment → Striving for **ACTIVE** support, collaboration, etc.
aka an Accomplice

You help in the way you are ASKED TO HELP but you also need to actively ASK TO HELP - Don't wait for communities and student groups to come to you - LISTEN to the most affected communities

- What do you have available? How can you offer it without taking up too much space?
- Be prepared to compromise - Intentionally making space for a group will often require compromising personal agendas
- Commit to the process, being an accomplice is a multi-year effort, results are not always readily apparent - laying the groundwork

Questions?

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Request a Training! – www.ucsa.org/resources/trainings