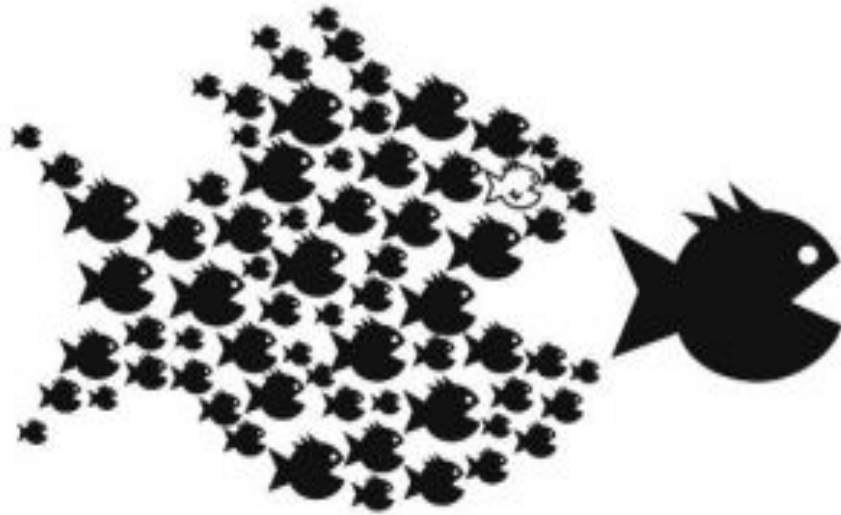


Basics of Building Grassroots Organizers for a Grassroots Movement.



ORGANIZE!

Why are we doing this training?

Setting the groundwork:

Often times we will use organizing interchangeably with advocacy. However, these two methods of change are quite different. This is important because each on its own will produce different results in very different ways. So let's start by defining each community of people who then work together to make change that shapes our communities.

Each is necessary. One is really great at making policy changes through grass-tops work and can be a more lengthy process. While the other is much more on the ground and works towards building a mass movement with a strong emphasis on leadership development.

Advocacy:

This is the more traditional form of change for Centers for Independent Living and other organizations. This method of change is largely focused on professionals speaking on behalf of a community of people, or on behalf of an individual organization or company.

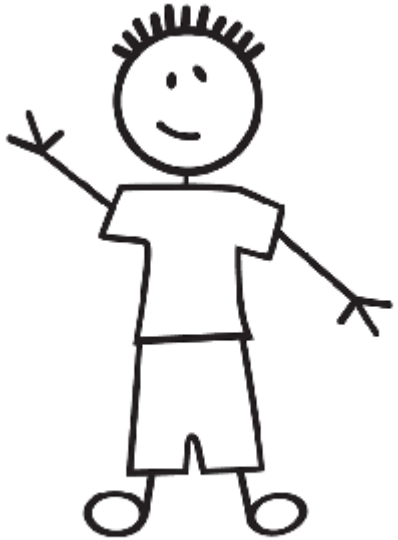
Organizing:

This method of change was used early on in the Independent Living Movement but was replaced by Advocacy. This method of change is focused on building relationships as a community of people who then work together to make change that shapes our communities.

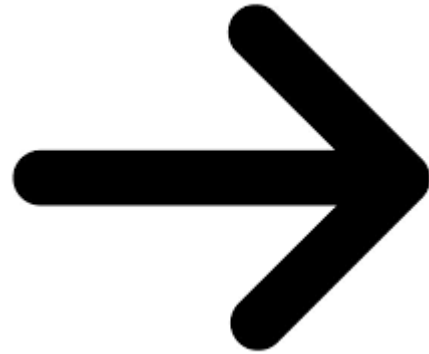
Both organizing and advocacy are necessary!

- Organizing and advocacy are necessary, advocacy is really great at making policy changes through grass-tops work and can be a more lengthy process.
- While organizing is much more on the ground and works towards building a mass movement with a strong emphasis on leadership development.

Illustrating how advocacy works:



Advocacy expert

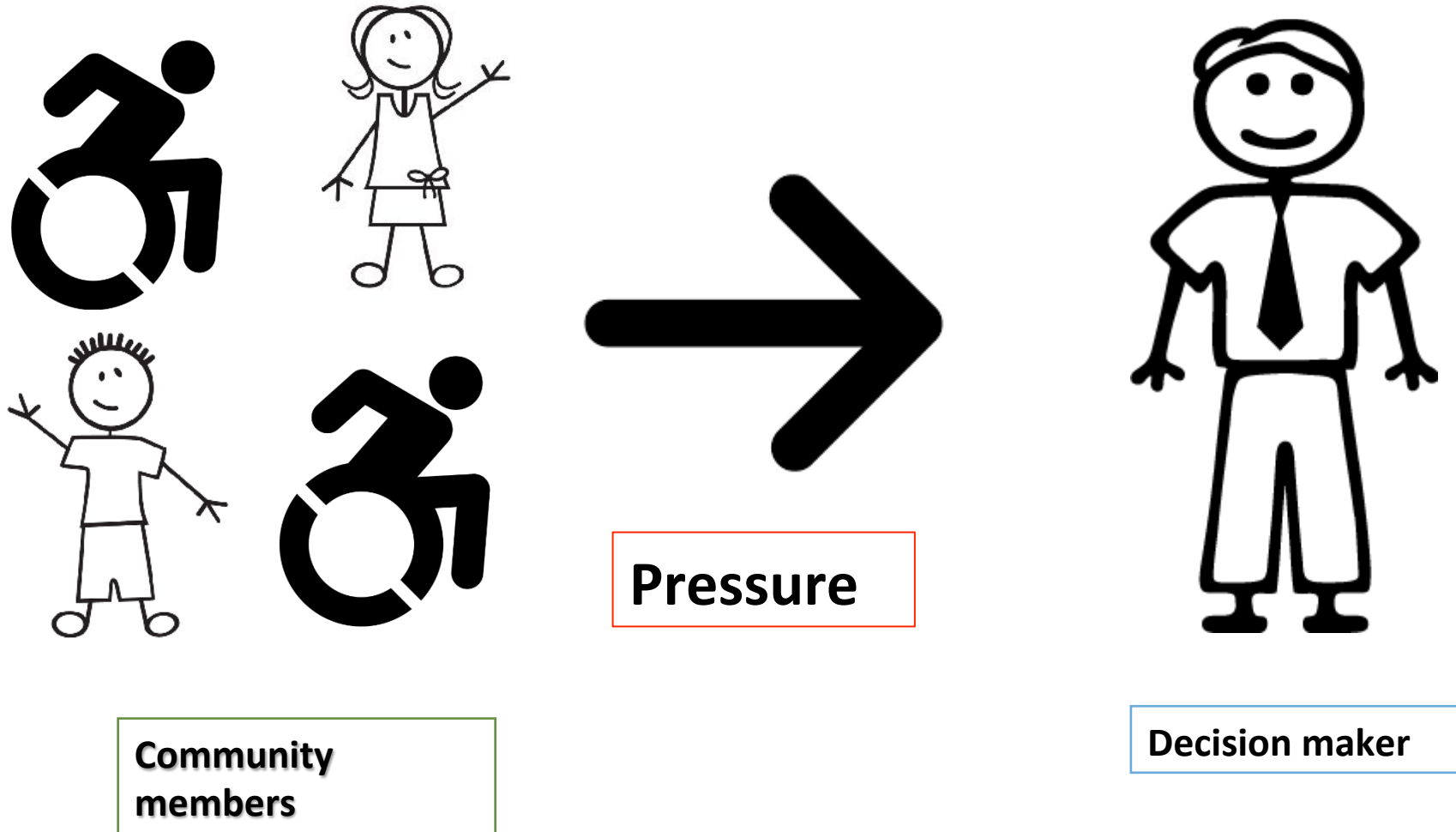


Pressure

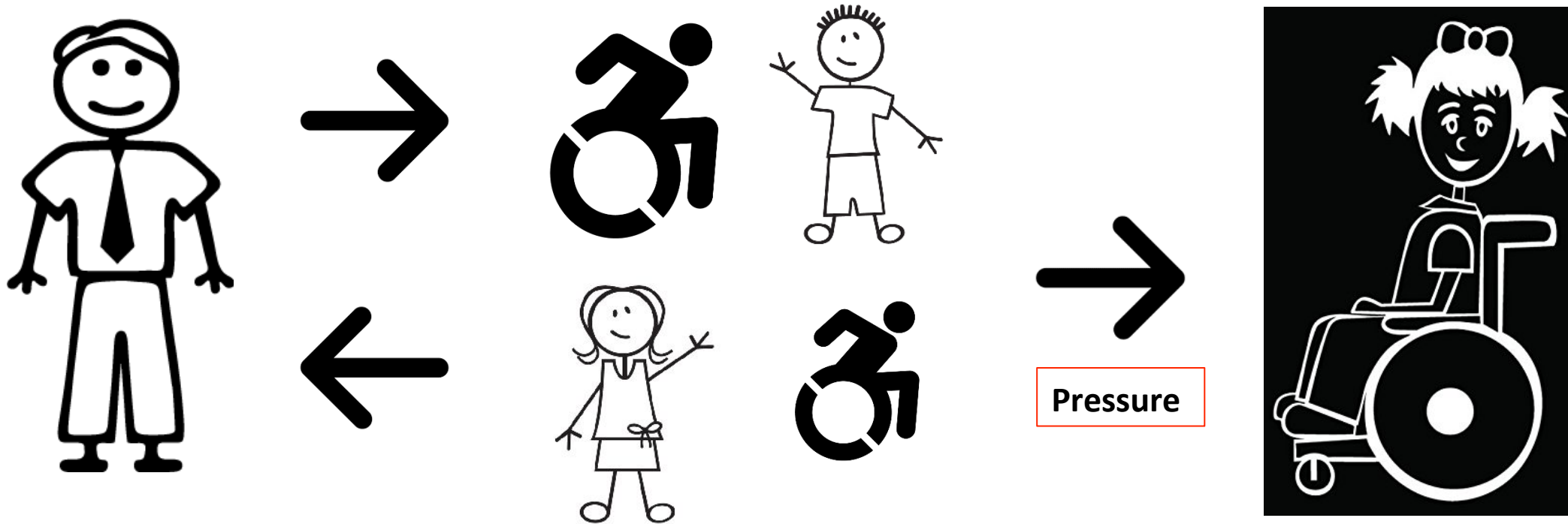


A decision
maker

Illustrating how organizing works:



Illustrating advocacy and organizing working together:



Community members work with experts\advocates, some community members are experts. Community members lead the way.

Decision maker

Paraquand as a Case Study

Identifying a leader:

This is not a step by step process but are guiding principles we find helpful in building new Grass- Roots Organizers. We really try to be very intentional about everything we do and we are always evaluating.

- Identify leadership roles that need to be filled. No one wants to just be somewhere or just have a title and we shouldn't be a place that wants to treat people with that little respect.**
- Don't forget personality/leadership types to be filled! Individual gifts and talents! Some leaders have followers and some have something else!**
- Know your story and learn theirs! Sometimes their reluctance isn't because they don't have an interesting story. That's almost always coming from fear, isolation, or self-doubt.**
- Let them know that it is going to be tedious and difficult work!!! If you tell them that it's easy and not a lot to commit to A) you're a liar and B) when they find out they will duck out.**
- There is always a "Task" coming out of meetings we don't meet just to meet.**

Leadership Development:

Again this is more of a helpful list of core concepts for new Grass- Roots -- Organizers to really grasp. We believe that we are CONSTANTLY learning and part of that learning is doing but the other part is evaluating.

- Relationship Building: The art of a One on One (active listening, and storytelling)
- Strategic Planning: Tactics are not strategy (strategy vs tactic, tactics, targets, problem vs issue)
- Evaluation: Evaluate everything because nothing is perfect ... and if it was don't you want to understand why.
- Experience: There are somethings you only learn through doing and at the end of the day you just have to do it.... And let's face it people with disabilities don't need any more simulated experiences..