

**LEADER
SALTA**

**FACILITATOR'S
GUIDE**

ORGANIZING



SESSION OVERVIEW

SESSION DESCRIPTION: Community organizing is a value-based strategy which empowers people to take action to win real improvements for the benefit of their communities and the common good. The foundation of community organizing is relationship building. In this session participants learn how to develop a relationship as a representative of EHC by sharing stories and broaden the “My Story” developed in the last session to “Our Story.” EHC’s organizing model and some of the organizing tactics are introduced.

CORE CONCEPTS:

1. **Definition of Community Organizing:** Community Organizing empowers people to take action to win justice
2. **How to organize:** Community Organizing is relationship building – it starts with an exchange of stories and continues in a commitment to work for a common goal
3. **EHC’s Organizing model:** Building the base, mobilizing the base, maintaining and deepening the base

KEY DEFINITIONS/TERMS:

1. **Community Organizing:** A values-based process that educates, empowers and brings people together to jointly act in the interest of their communities and the common good.
2. **EHC’s Organizing Model:** includes efforts that build the base, mobilize the base, and maintain and deepen the base
3. The **values** that drive EHC’s organizing strategy are embedded in EHC’s Mission Statement and Goals.
4. **Tactics:** are a variety of well-tested methods used to build relationships with and empower people. Common organizing tactics used by EHC include tabling, presentations, canvassing, petition signings, one-on-one conversations, house meetings, community events, and education/skill building.

Agenda

Section	Time
1. Review and Introduction to Session	20 minutes
2. Community Organizing & Building Relationships	75 minutes
3. Community Organizing Model	45 minutes
4. Evaluation	10 minutes
Total Time	150 Minutes (2-1/2 Hours)

EHC VICTORY(IES)

FEATURED:

Current Work Featured

ICON LEGEND



Show Slide

Marks which powerpoint slide corresponds to the curriculum



Post/Document

Denotes when something should be posted or a discussion should be documented and posted



Alloted Time

Shows how much time is allotted for each section in minutes



Tools

Lists the materials needed for a particular section



Activity

Shows when something is used for an activity

Organizing Session Toolbox

Click here for easy-to-reproduce handouts, activity materials, power points, and other documents for this SALTA session.

Community Organizing PowerPoint Presentation



Community Organizing Model Chart



Build-a-Leader Components



NOTEBOOK MATERIALS

EHC Expanded Leadership Definition

Facilitator Guidelines for Modeling Exchange

Comic Book Evaluation

Session Evaluation

RELATIONSHIP TO PRIOR SESSION(S)

Mission Statement – We **organize** and advocate to protect public health and the environment threatened by toxic pollution.

Goals –Base: To build strong and authentic relationships with and develop leadership among individuals and organizations that share EHC's mission and goals

Social Change for Justice – organizing is one of EHC's 3 main strategies

Leadership Definition – From characteristics, responsibilities, and authority:

- Commitment to EHC's ideology
- Represents EHC and provides EHC information to community (both a responsibility and an authority)
- Represents the Community to EHC - it's a two way street
- Works well with people
 - Actively participates
 - Volunteers time, it takes time to organize
 - Accountable to EHC, represents EHC's position
- Organizes residents
- Resources + Actions = Power; Actions = Organizing + Advocacy

SESSION CHECKLIST

Staffing needs:

- ☐ Facilitator
- ☐ Scribe
- ☐ 3-4 EHC staff members to facilitate breakout groups (depending on number of issues for power analysis)

Pre-Session Preparation:

- ☐ List of common values from Messaging Session
- ☐ Build-a-Leader Components
- ☐ Review Camp Obama tape for example of Exchange (<http://Campobama.blogspot.com>)
- ☐ Print out large copy of Community Organizing Chart for Section III
- ☐ Core Concepts
- ☐ Review Guidelines for Modeling Activity
- ☐ Collect 15-30 pictures of various EHC events (approximately equal numbers representing base building, mobilizing and maintaining/deepening the base events)

Equipment/other needs:

- ☐ LCD projector
- ☐ Laptop
- ☐ Easel paper/markers
- ☐ 15-30 printed photos for Section III

1 Review & Introduction to Session

Total Time: 20 minutes

Participant Objectives:

1. Learn connection between organizing and characteristics, and the responsibilities of an EHC Leader
2. Able to relate organizing to power analysis
3. Discover ability to organize



Tools:

- PowerPoint Slides 1-4

HOUSEKEEPING

- a. When participants arrive have them collect their nametag.
- b. **Vote on best comic:** when participants arrive have them lay out their finished comic with their name written on the back. During dinner each participant will vote on the one they feel best represents the previous session.
- c. Post daily core concepts



WELCOME

- a. **Welcome participants** back to Leader SALTA.
- b. **Clarify/answer concerns or questions.** Ask participants if they have any questions/comments concerning the prior sessions. Ask other participants to help answer/clarify the questions.
- c. **Make connection** between prior sessions and the current session: Organizing is one of EHC's three major strategies and is represented in our mission statement and social change for justice model, and is a specific responsibility of EHC Leaders.



ICEBREAKER

- a. Ask each participant to think of a time when they organized something, it could be their closet, their child's birthday party, a getaway with their partner, anything.
- b. Ask them to get in line by birthday without talking. Once in line they will say their birthday to make sure they are in correct order and also mention the thing that they organized.
- c. Remind participants that they all have experience organizing – that is what our session is about today.



EXPLANATION OF SESSION

- a. **Mission Statement:** We **organize** and advocate...
- b. **Social Change for Justice Model:** Organizing is one of EHC's main strategies. Explain the three strategies of EHC: organizing, advocacy, empowerment.
- c. **Leader description:** **Ask participants to look** back to the EHC Leader definition in their notebook (in Session 1). **Point out** that one of the responsibilities of an EHC Leader is to organize residents. During this session, participants will explore the meaning of community organizing and the characteristics required to be a good organizer, and learn some specific skills to help them fulfill this responsibility.
- d. **Messaging:** In the last session a lot of time was spent having participants develop their own story and relate that to their work with EHC. In this session, their stories will be used to develop relationships and begin the process of community organizing.

2 Community Organizing and Building Relationships

Total Time: 75 minutes

Participant Objectives:

1. Gain awareness that relationship building is the foundation for community organizing
2. Share stories and secure a commitment as the basis for creating a relationship



Tools:

- List of Common Values from Messaging Session
- Guidelines for Modeling Exchange
- PowerPoint Slide 5



DEFINITION OF COMMUNITY ORGANIZING

Read and lead discussion based on the following topics:

Community organizing is a values-based strategy to empower people to take action to win real improvements for the benefit of their communities and the common good.



- Values-Based Strategy.** Put up the list of common values generated during the previous session. Ask participants to add to the list. Add that the values include the EHC mission statement, the Goals, the tagline.
- Connection between values and EHC brand.** As people learn more about EHC, their concept of EHC expands. All of these values start to become attached to the name, the logo, the tagline.

THINK OF A STORY

- Ask each participant to think of a story from their family. One that they have heard a thousand times and it always gets retold at family gatherings.
- Ask a couple of people to share their stories.
- How do you feel when your family tells this story? Do you roll your eyes? Does it bring the family together? Does it make you feel a part of the family?
- There is a difference between My story and Our story. Your family story is an “Our Story” and it gets a different reaction than the “My Story”

OUR STORY

Make connection between development of “my story” and commonly held values and experiences. In addition to values and concerns, there are other things that are shared when groups

work together. It is these shared values and experiences that convert the individual stories, the My Stories, to Our Story. Ask if anyone can share their EHC shared story, then ask participants to list other things they share when they work as an EHC group.

- a. **Shared sacrifice** – was there something that everyone in the group gave up (time away from their families, costs)
- b. **Shared choices** – we all said/did/went to...
- c. **Shared hope** - moving from a feeling of being isolated/despair to feeling part of an effort/hopeful
- d. **Shared respect** – it was the first time I felt my story was important, was listened to, that my ideas were respected
- e. What is our shared story for this SALTA class? We are now connected and have known each other for almost 2 months...Have participants form a story for the class.



HOW WE ORGANIZE: BUILDING RELATIONSHIPS

- a. Community organizing starts with establishing a relationship between an EHC Leader (as an EHC representative) and a member of the community.
- b. Building a relationship starts with an exchange, not an exchange of information, but a sharing of stories – you tell me your story, I'll tell you mine.
- c. To form a relationship, you have to move from just an exchange of stories to a commitment. The commitment must be significant and appropriate to the depth/stage of the relationship. Commitment comes from motivation – the strong belief in working for the better good.
- d. Initiating the exchange is intentional. Time must be dedicated to this effort. It has to be scheduled. Don't think you are being intrusive. Most people don't have the opportunity to tell their stories; they're hungry to do this.
- e. In order to discover the values of the other person, you need to ask enough **serious** questions so that the person can reveal his/her story and values, and share enough about your own story so that common values become apparent. As a leader you share first, build trust, then ask questions that allow the other person to share. **Brainstorm** some types of probing questions. Give a few examples and write others on the board.
 1. Do you have a personal concern about (your issues)?
 2. Where are you from?
 3. What brought you to this community?



MODELING AN EXCHANGE

5 minutes for the modeling, 10 for follow up discussion. **Utilize Guidelines for Modeling Exchange Sheet.** The facilitator asks for a volunteer and enters into an exchange with the person. The goal is to get the person to come to an EHC-sponsored community meeting.

SIDE NOTE TO FACILITATOR:

Listen to the Camp Obama tape for an example. <http://Campobama.blogspot.com>

Feedback: After the exchange, ask participants if they heard common concerns and values expressed? What were they? How were EHC values incorporated? What else did they learn about the community member – what resources might they be able to bring to the team? Were there other questions the EHC representative might have asked?

Build a Relationship/Get a Commitment

Pair each participant with someone they don't know well/from a different neighborhood. Hand out guidelines for the Modeling Activity. The facilitator will serve as the time keeper.

- a. One person in the pair starts and assumes the role of the EHC leader; the other person assumes the role of the community member. The EHC Leader has 5 minutes to build a relationship and get a commitment from the community member to attend a community meeting to learn more about their CAT's issue.
- b. The pairs switch roles and have 5 minutes for the other person to build the relationship/get the commitment.
- c. The pairs have 5 minutes to discuss and write down: (list the following topics on the board or on a piece of butcher paper) then for the remaining 15 minutes or as time allows discuss as a large group.
 - What common interests and common values they shared?
 - What surprised them about the other person?
 - What resources do they have between them?
 - What did they learn about the other person's issue/campaign?



3 Community Organizing Model

Total Time: 45 minutes

Participant Objectives:

1. Understand EHC's Organizing model: Base building, mobilizing, maintaining/deepening
2. Learn common Organizing tactics (opportunities to form a relationship)



Tools:

- » 15-30 pictures of various EHC events (approximately equal numbers representing base building, mobilizing and maintaining/deepening events)
- » Community Organizing Model Chart with space to place pictures
- » PowerPoint Slides 6-10



COMMUNITY ORGANIZING MODEL

Community organizing starts with building a relationship, and that relationship deepens over time.

- a. **Building the base.** Identifying those who share our concerns and values and bringing them into the organization. In order to build the base, we need opportunities to establish relationships

- » Attending Community Meetings
- » Tabling at Events
- » Door Knocking
- » Home Visits
- » Surveys



- b. **Mobilizing the base.** There are many times when we want a show of force and need to get a lot of people to a rally, hearing, press conference. The goal is to influence the Decision Maker by letting them know that many of their constituents care about the issue.

- » **To activate the membership base to take a specific action in order to demonstrate mass support for an EHC position**
 - » Demonstration/Rally
 - » Public Meeting/Public Hearing
 - » Letter writing
 - » Sign Petitions/Postcards
 - » Calls to Elected Officials



- c. **Maintaining/Deepening the base.** Many organizations are satisfied with stopping after the first two steps. But for EHC empowering people is one of our main goals. Certainly, we want to win the objective, but building the base, building the movement is just as important.

- To **increase** participation, **deepen** member commitment and increase political consciousness and agreement with EHC's ideology
 - Regular communication such as E-blasts
 - Regular communication by phone and home visits
 - Continue to invite participation
 - Invite to Issue SALTAs and Leader SALTA
 - Join Community Action Team

Community Organizing Tactics



5 minutes for instructions and to put up the photos, 15 minutes for report back and follow up discussion, 10 minutes for summarizing.

There are many tactics for community organizing. Participants will be asked to match pictures with the appropriate step in the Community Organizing Model: Does the picture depict a base building activity, a mobilizing activity or a maintain/deepening the base activity?

- a. Ask participants to pair up with their partner from the previous exercise.
- b. Distribute 1-2 pictures of different events to each pair.
- c. Put up the large printout of the organizing model at the front of the room.
- d. Each pair places their photos under the stage of the organizing activity that seem most appropriate. If a pair is having a problem identifying what is going on in the photo, the facilitator should give them more information about the particular event depicted.
- e. Each pair has 1 minute to describe their photos/events and say why they placed them where they did.
- f. Facilitator summarizes, reviews and expands on the pictures and how they relate to story telling/relationship building.
 1. Common tactics for base building (opportunities for relationship building): canvassing (door-to-door), tabling at events, presentations, surveys, home visits, educational outreach, providing services (lead testing, energy efficiency) – **starts with “My Story” telling – why are you involved? What made you a part of EHC?**
 2. Common events when mobilizing is important: demonstrations/rallies, public hearings/meetings, petitions, post cards, letter writing campaign, calls to decision makers – **starts to form an ever evolving “Our Story”**
 3. Ways in which the relationship is deepened and maintained: skill building and issue trainings (such as the Leader SALTA), regular communication (newsletter, phone, email), joining a Community Action Team, leaders taking more responsibility for setting goals and objectives, participate more in the base building activities – **deepens the relationships and now we have a shared story**

4

Evaluation

Total Time: 10 minutes

Participant Objectives:

1. Review and evaluate understanding of core concepts.
2. Evaluate the delivery of the content, information, activities and materials.
3. Understand preview of the next session.



Tools:

- Comic Book Evaluation Sheet
- Evaluation Sheet



EVALUATION

Pass out evaluation sheets for participants to fill out.

- a. Ask participants to take their time in filling out the evaluation, their input will allow us to continually improve the sessions.
- b. Thank participants for taking the time to fill it out, and explain a quote may be used from the evaluations in the SALTA publicity.



WRITTEN REVIEW

This week's comic book has 4 squares. Participants should fill in information on the following information.

- a. I used to think community organizing was getting people to do what I wanted, now I know that it's really....
- b. Talking to a stranger is scary, but makes it easier
- c. I feel terrible when someone turns me down, but then I remember
- d. To do community organizing, you need to go where the people are. A good place to go would be

PREPARATION FOR NEXT WEEKS SESSION

Next session will focus on the other way in which leaders take action – advocacy (building relationships with decision makers, putting forth solutions).