

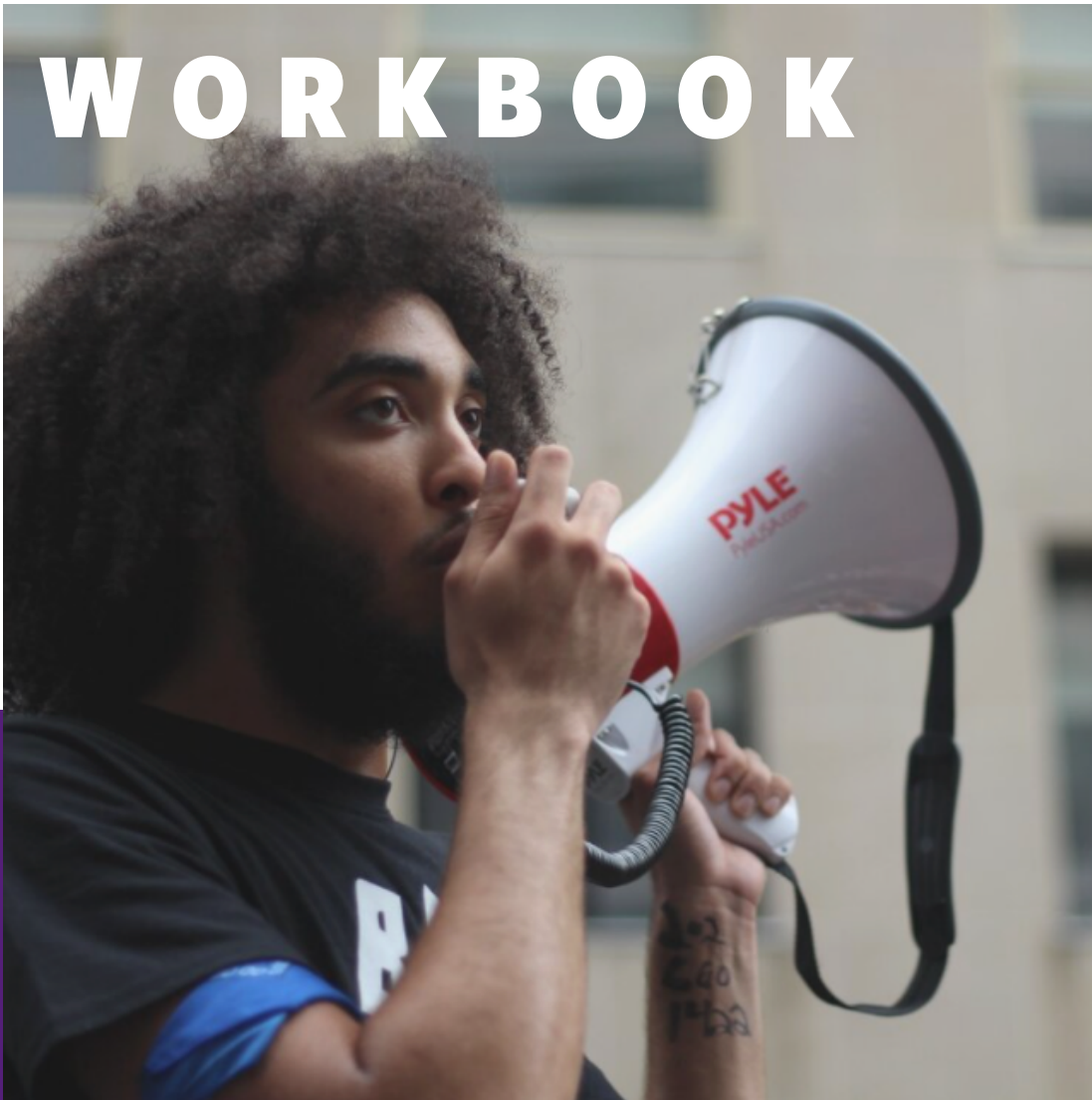
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ORGANIZING

WORKBOOK



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“THE OBLIGATION OF ANYONE WHO THINKS OF HIMSELF AS RESPONSIBLE IS TO EXAMINE SOCIETY AND TRY TO CHANGE IT AND TO FIGHT IT – AT NO MATTER WHAT RISK. THIS IS THE ONLY HOPE SOCIETY HAS. THIS IS THE ONLY WAY SOCIETIES CHANGE...

- JAMES BALDWIN



This document represents R.A.C.C.E's collective experience and understanding of how the sequence of planning and organizing to address systemic inequality should happen. By no means is this a comprehensive document. Advocacy is sometimes messy, sometimes risky, and rarely moves in a straight line.

The principal challenge in our work is organizing people and information. The ability to quickly and efficiently organize, and remain organized, is critical to any advocacy campaign's success. Let this document be your starting point now, and your reference later as you continue our organization's important work.

Advocacy and Activism are important, but equally so is taking the time to care for your mind, body, and soul. Incorporating wellness strategies must be a part of any successful strategy. On the back of this page is a list of definitions and descriptions that will be helpful. We are willing and capable partners. If you're in need of guidance, support, or a partner to help you on your own journey, send us an email at rgoodrich@racce.net

**The materials and ideas are not owned by RACCE and come from a mixture of sources and experiences.*



1: Name It

What's the Issue/Crisis at hand? What personal narratives or data /statistics can you find for this issue?

2: Who is impacted?

List the specific groups or individuals.

3: Who is responsible for the issue/crisis?

List their names, organizations, or institutions.

4: Who are your allies in this movement?

Think experts in the community or social change makers

5: Choose your top two allies.

6: How can you organize around impacted individuals, friends, family, and other community members?

7: Set your goals

Do you want to mitigate harm or make a systemic change?

8: Choose your tactics:

Landscape analysis, power mapping, listening tours, marches, rallies, letters to editors, meetings with decision-makers, etc.

TERMS AND DEFINITIONS

LANDSCAPE ANALYSIS:

A tactic that allows advocates and activists to figure out which stakeholders (people, organizations, and institutions, for example) influence a situation that requires advocacy or activism. Rank them and take action to get them to assist you or directly support your efforts.

- Tier 1= Influencer and is currently engaged in solving the harm or changing the policies and practices that caused the harm.
- Tier 2 = Has influence but isn't engaged or aware of problems or solutions.
- Tier 3 = Is aware of the problems, probably directly impacted by the problem, but isn't involved in the process and currently has little influence.



MICRO-TARGETING:

A social movement strategy that focuses on organizing large numbers of people to share goals. There are four basic steps in micro-targeting:

- 1) Selecting an organization or group of people you want to reach
- 2) gathering information on your supporters and developing a clear, accessible, and continuous way to communicate with them.
- 3) Identify unique attributes of supporters, and
- 4) build a model featuring these attributes and apply it to new future members.



TERMS AND DEFINITIONS



ORGANIZING/ER:

This tactic requires building a base of concerned people, mobilizing these community members to act, and developing leadership strategies after relationships among community members are created. People usually start with one-on-one meetings, recruit others to participate, and host direct actions.



HARM MITIGATION:

This strategy demands direct action and deploys when a crisis happens or is revealed. Often these harms are described as one-time incidents or accidents caused by a rogue actor. However, reducing or eliminating the harms caused by systems of inequality should be the first demand or goal to ensure safety.



TERMS AND DEFINITIONS



SYSTEMIC REMEDIATION

Systemic remediation requires the removal of human and institutional barriers that have preserved status quo power structures; the replacement of policies and practices that have historically failed to bring increased access to opportunity, safety, and wholeness; and wresting away control of those resources.



EDUCATIONAL DILEMMAS:

Educational dilemmas are easily identifiable long-standing inequities in our schools that persist despite millions in funding and a surplus of programming designed to address them. School discipline, graduation rates, student performance, and a lack of Black and Brown teachers are a few we like to name.



TERMS AND DEFINITIONS



EXPERT COMMUNITY

Research issues impacting specific communities such as health, crime, or educational issues. This community or group of people may host conferences, submit testimony to legislative bodies, submit policy recommendations, or take legal action. They make sure information is accurate and informed by those who are impacted.



POWER MAPPING:

An advocate needs to be aware of the political and social power structure to effect social change. A power map is a useful visual tool for figuring out who you need to influence, how to influence them, and who you can influence them to reach a specific goal. For a more detailed look, visit MoveToAmend.org

