

Leader-Powered Organizing Exercise: Leaders organizing a base and new leaders.

Key elements of member-powered organizing:

Leadership

- Shared Narrative and Message
- Clear, Shared Purpose, Values + Vision
- Strong, Skilled and Committed Leadership
- Relationship-Centered Organizing

Base Building

- Pathway of Deeper Engagement + Empowering Action
- Community Building to Scale
- Consistent Organizing Communication
- Data Management and Systems

1 - Leader: A leader is a member that actively organizes to grow the membership and drive campaigns. They cover a base of members, take a leadership role in planning and facilitating actions, committee meetings, trainings and campaign events.

2 - Activist/Active Members : A member who consistently participates in actions, committees, events and trainings online and in person in a non-leadership capacity. They believe in what we do and assist in helping us be successful at expanding our reach. An activist is invested in the success of our organization, helps get our message out to others, participates in events but does not yet lead.

3 - General Member : A member believes in the mission and goals of our organization and understands the importance of our organizing efforts. These individuals do not always consistently attend meetings or events but stay connected to the organization.

4 - Contact: People who have a phone, email or address in your database.

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Supporter : People who support your cause. You might not have their contact base.

Constituent: People who you want to organize into your base.

Public: The broader audience of people who you want to support your cause.

PART I: Leadership Development

1. Demands,

Public

Narrative,

Shared Purpose

+ Vision

What are your campaign's demands?

What is your public narrative that drives the campaign?

What is the shared purpose and vision that drives the organizing?

What is your organizing message that shows that people need to play a vital role in change?

2. Values,

Bridging,

Bonding

What are the values that ground and guide your organizing?

How will you navigate differences in cultural and political values?

How is racial justice centered in your approach?

3. Strong

Leadership

Who should the leaders be within this scenario?

What is the role of leaders in the campaign?

How will you identify leaders for this campaign?

What are the qualities needed in leadership?

4. Organizing

Committee

What is the role of the organizing committee in this campaign?

What is the criteria to join the leadership team/committee?

What are the responsibilities of the committee? How do they work together?

What level of engagement and commitment will be needed for a successful organizing committee?

What is the role of the paid organizer? What is not their role?

5. Skilled, Committed Leadership	What skills or leadership development is needed to develop leaders in the committee and campaign? How will you build strong committed leadership? What approach to political education and training on racial justice will you incorporate? How will you cultivate shared, deeply felt values?
Part II: Base Building	

