



**COMMUNITY REAL ESTATE
STEWARDSHIP LEARNING CIRCLE**

CHECK IN QUESTIONS

- ❖ Name, Organization, Role
- ❖ Gender Pronouns
- ❖ What do you need from this space or the group to participate fully today? Any access needs that the group can help support you?
- ❖ 2-3 identities that are important to you and how you move through the world



SESSION 2: GOALS

1. **Develop a shared definition of Community Organizing and explore how Community Organizing drives Community Stewardship models**
2. **Deepen our understanding of how to apply Community Organizing to shift relationships of power and improve material conditions for our communities**
3. **Introduce skills around telling your story, building your base, & confronting the power structure**

SESSION 2 AGENDA: BUILDING POWER THROUGH COMMUNITY ORGANIZING

- Welcome & Introductions
- What is Organizing?
- Learning from History: Montgomery Bus Boycott
- Telling our Stories: Story of Self, Us, & Now
- Intro to Basics of Base Building
- *****LUNCH 11:45-12:10*****
- Base Building Continued
 - Map of our bases currently
 - Anatomy of a 1:1
 - Base Building for Community Stewardship
- Confronting & Shifting Power
- Close out & Next steps

WHAT IS COMMUNITY ORGANIZING?

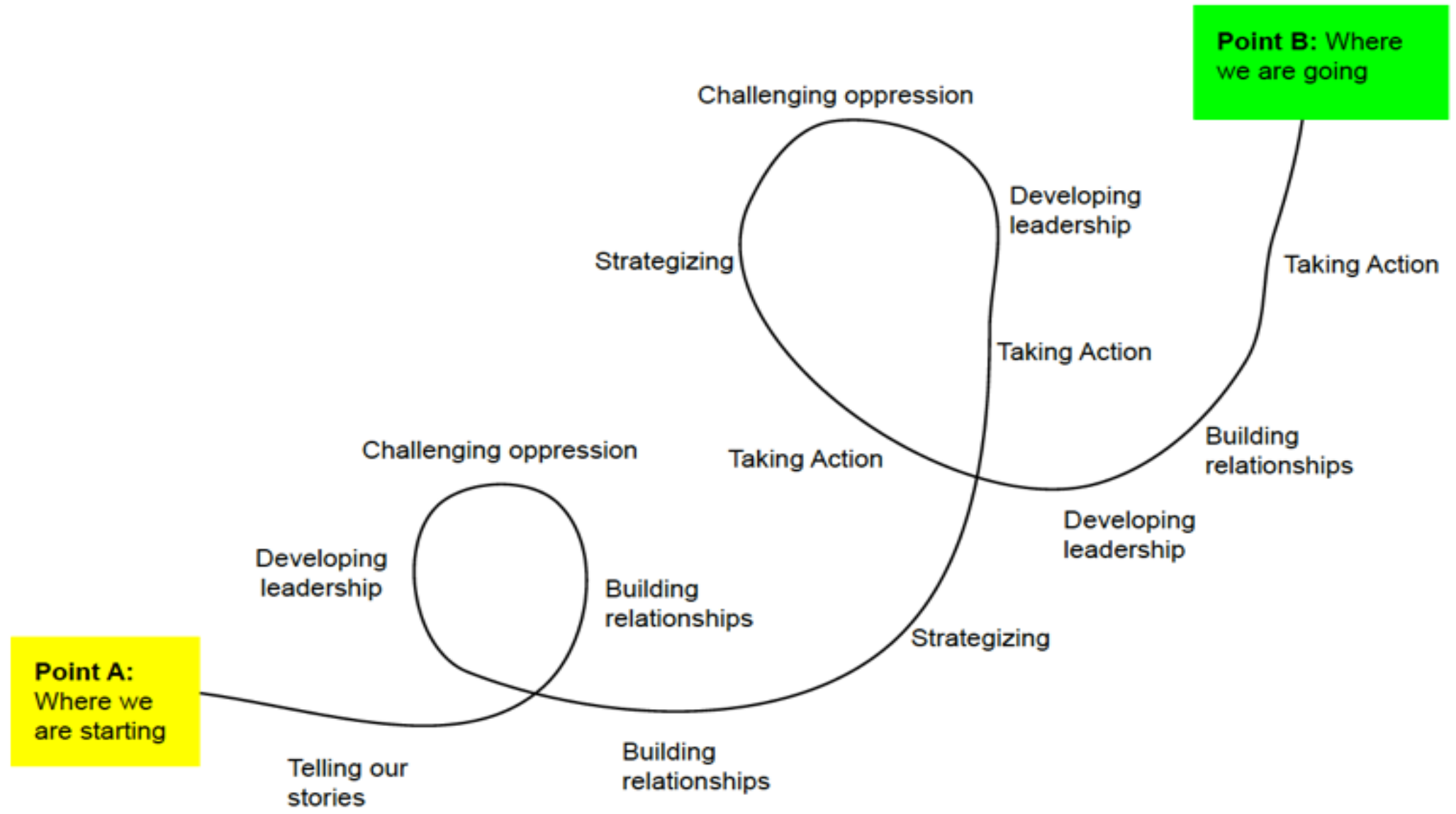
COMMUNITY ORGANIZING is leadership and collective action that enables people to turn the resources they have into the power they need to make change

ORGANIZING IS ABOUT PEOPLE, POWER, & CHANGE

- **People:** Recruiting and sustaining people in an ongoing way
- **Power:** Identifying who has power, who doesn't, and how to build it
- **Change:** Setting a clear goal and mobilizing resources to achieve it

There are 6 KEY PRACTICES of Organizing

- 1. Addressing and challenging Oppression**
- 2. Telling Stories**
- 3. Building Relationships**
- 4. Developing Leadership**
- 5. Strategizing**
- 6. Taking Action**



MONTGOMERY BUS BOYCOTT 1955



Montgomery Bus Boycott Video

<https://www.biography.com/video/montgomery-bus-boycott-109142595821>

**Organizing is important to fighting
displacement and winning more
community control of land and housing**

- **Together we will be more effective at fighting for the resources we need**
- **Organizing helps hold ourselves accountable to our communities**
- **We have to take action to put pressure on developers and elected officials**

**TELLING OUR STORIES:
STORIES OF SELF, US & NOW**

**Commitment is developed through
RELATIONSHIPS**

Relationships are rooted in shared VALUES

**We can identify values that we share by
learning each others STORIES**

Story of Self, Us, & Now



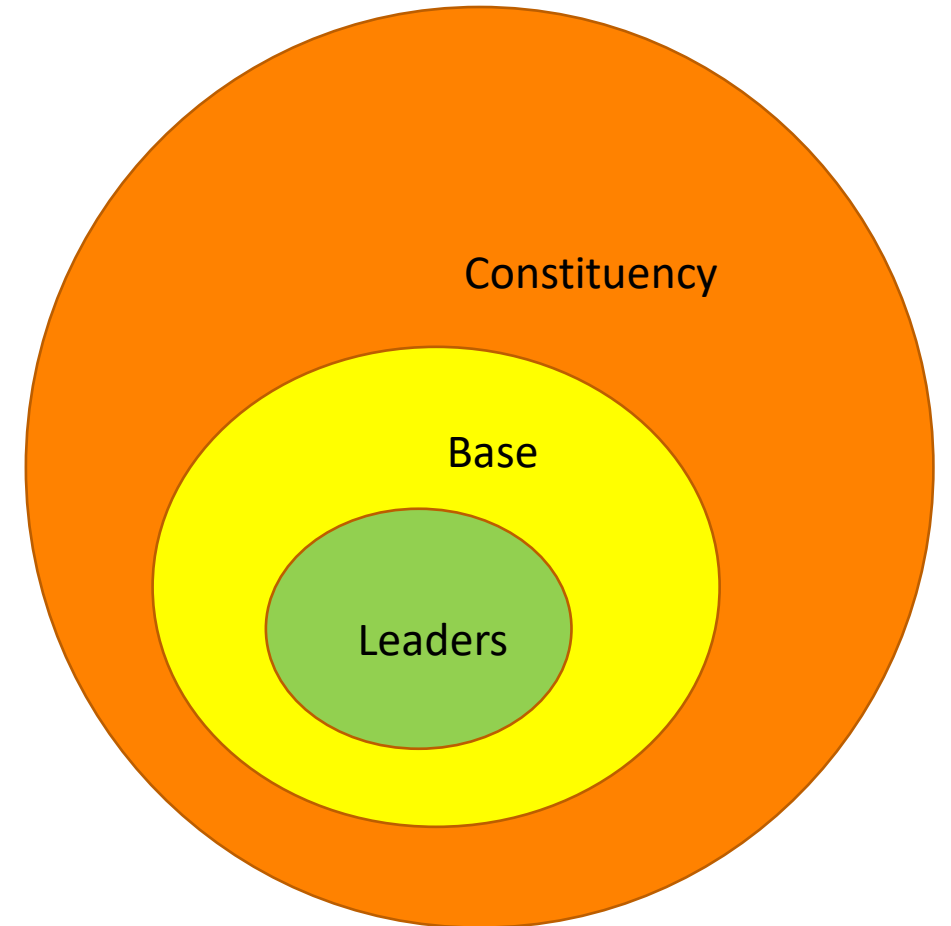
“Here’s who I am,
this is what we have
in common, and
here’s what we’re
going to do about it.”

**WHEN IS TELLING OUR
STORIES IMPORTANT IN
COMMUNITY STEWARDSHIP
WORK?**

**Stories will help us powerfully
communicate why we care, why
Community Stewardship matters, why we
value this goal over others, and what we
can do to make it happen!**

BASICS OF BASE BUILDING

Constituency: The group of people who are directly impacted by the issues that you are working to address or change.



Base: People who are affected by the issues your organization is working on *and* who are connected to your organization or campaign.

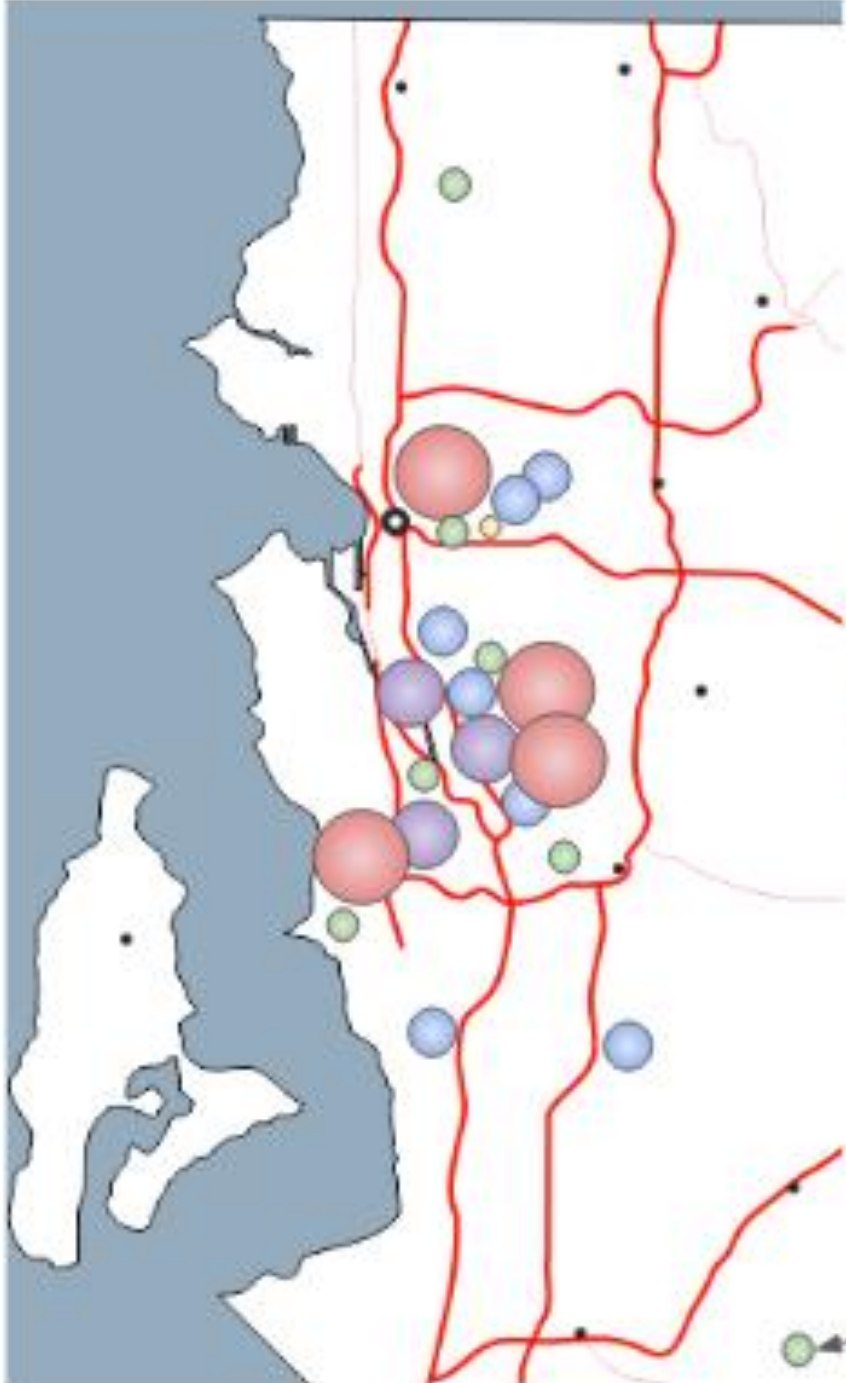
Base Building: doing intentional outreach and relationship building to **recruit, motivate, and sustain** the engagement and leadership of your base at the size that is needed to have the power you need to make the change you want.

OUR BASE BUILDING POWER!

How many people does your organization serve or work directly with in an average week - through services, meetings, gatherings, etc.?



**Collectively we
can mobilize
anywhere
between 900 -
1800 people!**



HUG

ANATOMY OF A 1:1

A **1:1** is a one-on-one conversation used to establish, maintain, and grow relationships in organizing.

Each 1:1 has 4 key components:

- 1. Purpose**
- 2. Exploration**
- 3. Exchange**
- 4. Commitment**

The general flow of a 1:1...

2 mins - **Purpose**

20 mins - **Exploration/Connecting/Exchange**

10 mins - **Commitment**

LET'S PRACTICE!

- **Pair up!**
- **Read your character profile**
- **Practice having a 10 min 1:1**
- **Try to get to each phase: Purpose →
Exploration/Connection → Commitment**

- **1:1's are best done in person or over the phone**
- **They are usually 30 mins- 1 hour**
- **1:1's are critical to maintaining relationships over time and supporting folks who are already engaged**

BASE BUILDING FOR COMMUNITY STEWARDSHIP

BASE BUILDING FOR COMMUNITY STEWARDSHIP

What are some reasons we might mobilize our base for community stewardship?

- Vision and planning
- Buy-in
- Trying to get resources (land and money) from the government
- Taking action against a target
- Fundraising from community
- Policy advocacy to support our projects

BASE BUILDING PLAN

- Who is your constituency?
- How do you reach them?
- How do you convince them to become engaged?
- What are your structures for those people to be engaged?
- How do you activate your membership to take action?

CONFRONTING & SHIFTING POWER

Power: The power to
Influence and/or
determine a decision
towards a desired
outcome.

Who had power to change segregation on the bus system in Montgomery?

What power did the Black community have? How did they exercise their power?

Tactic: The activities we will do to challenge or put pressure on powerholders

Strategy: How we will win. Usually entails a combination of methods for putting our power in motion to win a demand.

When you combine tactics and develop a strategy around a specific target to win a specific demand you are building a Campaign.

The person who has the power to give you what you want in an organizing fight is your Target.

Small group work:

- Read the scenario on your own
- Discuss and work through the strategy questions as a team
- Chose a reporter to share back

WHAT IS COMMUNITY STEWARDSHIP OF LAND?

Communities- whether neighborhood based, cultural, identity, or issue focused- **control land with a goal to keep the land out of the speculative market.**

- The land can be used for housing, businesses, services, parks, etc.
- The entity that owns the land is driven by strong values, is led by the people they serve, practices democratic decision making, and has a contract or agreement that specifies the purpose and governance of maintaining the land.

COMMUNITY STEWARDSHIP PRINCIPLES

Values Driven: guided by values of Inclusion and Racial Justice, Affordability, and Accountability to Community over profit.

Collective Ownership and Self-Determination: Community together owns or controls land, rather than individuals.

Democratic Decision Making and Governance: Residents and the community are primary decision makers over land and housing and work together cooperatively and democratically.

Permanent or Long Term Use: A legally binding contract or agreement specifies the purpose and governance of maintaining the land in perpetuity.

Building Community Power: Residents are trained and organized to effectively participate in aspects of their housing, broader community development, and policy that governs land and housing.