

Community Organizing Terms Sheet

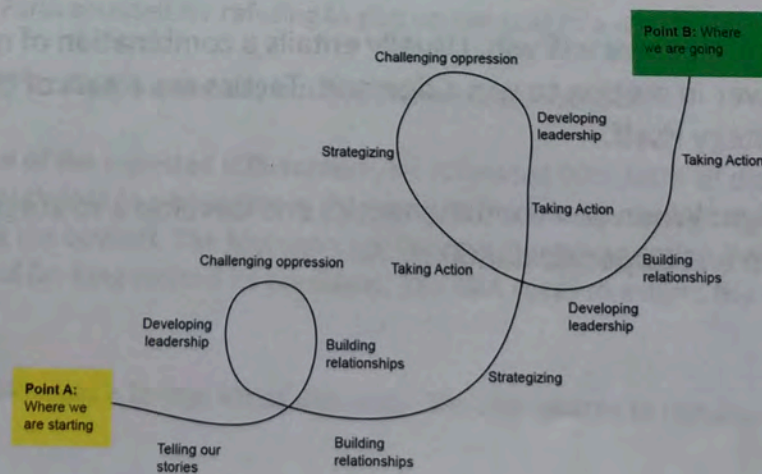
Community Organizing: Organizing is leadership and collective action that enables people to turn the resources they have into the power they need to make the change they want.

Community organizing is all about people, power, and change – it starts with people and relationships, is focused on shifting power, and aims to create lasting change.

There are **six key practices of organizing**:

- a) **Fighting Oppression:** Addressing and challenging racism, sexism, class oppression, heterosexism, and other forms of oppression, including picking issues that challenge the ways that Black, Indigenous, and people of color, women, poor people, queer & trans people, immigrants and refugees and other oppressed people are kept down by the current system *and* challenging oppression within our organizations.
- b) **Telling Stories:** Articulating the story of why we are called to lead, the story of the community we hope to mobilize and why we're united, and the story of why we must act.
- c) **Building Relationships:** Building intentional relationships as the foundation of purposeful collective action.
- d) **Structuring Teams:** Creating structure that distributes power and responsibility and prioritizes leadership development.
- e) **Strategizing:** Planning how to turn your resources into the power you need to achieve clear goals.
- f) **Taking Action:** Translating your strategy into measurable, motivational, and effective actions.

Organizing is not a straight linear process. Practices happen simultaneously and repeat. It's like a looped-de-loop:



Constituency: The group of people who are directly impacted by the issues that you are working to address or change. These are the folks you want to target to be your base and engage in the organizing efforts.

Base: People who are affected by the issues your organization is working on *and* who are connected to your organization or campaign. You have built a relationship with them and they can be mobilized to take action and develop as leaders.

Base Building: Doing intentional outreach and relationship building to recruit, motivate, and sustain the engagement and leadership of your base so it can grow to the size that is needed have the power to make the change you want.

A 1:1 Meeting is essentially a one-on-one conversation used to establish, maintain, and grow relationships in organizing. Organizers use 1:1's for different reasons. Sometimes you will use a 1:1 to **recruit** someone, to **maintain** and support long term engagement, or to **escalate** and activate someone into being more involved or take on a new leadership role.

Power: the power to influence and/or determine a decision towards a desired outcome.

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

Tactic: Activities we do to challenge or put pressure on our targets and power holders.

Strategy: How we will win. Usually entails a combination of methods for putting our power in motion to win a demand. Tactics are a part of the strategy but not the strategy itself.

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