

## Principals of Community Organizing: Phil Tom

Never do for others what they can do for themselves (the iron rule of organizing)  
We can do more together than we can do on our own.

Building leadership, mobilizing people to join effort of community effort

Don't whine organize

Measure of effectiveness

- How many people did you reach
- You need to connect to the community and to involved them
- Involves listening to the people and getting their conception of the problem
- It's bringing people together to work together
- You need community to take ownership of the problem

Part of community organizing is agitating

How do you measure the impact of your work

- The number of presentations
- how many people you reached

Who sets the agenda for your work.

- Is it self administered or is it under someone

Definition of Community Organizing (see handout)

What is a congregational based community organizing?

A CBCO is generally a coalition of congregations (usually interfaith in nature whose mission is to listen to / with community residents, identify critical issues, and respond in strategic ways that affect the quality of life of the community

Often work on multiple issues to insure stability and longevity.

**The Process (see handout – circular process)**

- **one to one conversations;**
- **identify key issues;**
- **research;**
- **clarify issues;**
- **action;**
- **evaluation/reflection**

**One-to-one conversations** Heart of organizing. i.e, building relationships **MOST IMPORTANT WITHOUT IT NOTHING ELSE WILL FOLLOW**

Only by doing one on ones will relationships be built, where you come to know their pain, their joys and as a result it will bring interest and a connection.

Other things like email, tweeter, facebook, webpages etc complement but do not replace face-to-face

Organizational success comes from doing the one-on-one groundwork in building trust.

One-on-one with a person for a half hours to learn about, build trust w/ person, and then snow ball with others.  
Typical, training events like this one are very surface oriented  
Good organization needs to be much more in depth

Exercise with partner in the group

- Where are you from
- What was it like growing up
- How / why did you become a HAE
- What makes you angry

People relate and are energized by fires, but if you build the foundation of a relationship one-on-one with folks they will stick with you longer

This buys you time, but unless you identify an issue it won't succeed

To do this on church basis

- Start small and let it snow ball
- Start relationship with a few church: one, then two, then four and build up

Relationships breeds cause or issue to focus on

Each of the process issues are a deal breaker

### **Identify the key issue / Research**

One-on-one process builds relationships and allows you to hear their values & their passion, what they care about (i.e., their issues) or

to identify their key problems, e.g., no grocery store in neighborhood,

figure out which of these key issues we can work on. (grocery store) answer build a cooperative grocery store.

Pizza story w/ deaf community

Lutheran Church wanted to start relationship w/ deaf community,

Flyers & signs didn't work

Went out & did one-on-ones

Problem they wanted addressed: cold pizza, no way to order over phone

Brought two sides together (pizza owner & deaf reps)

Pizza owner agreed to put in necessary machine to take deaf orders over the phone

- Deaf community has pizza
- Owner has customers
- Church has relationships & credibility w/ deaf community. & over time they built a large deaf ministry in their church

How to reach youth, skateboard park built in OK City,

- brought youth,
- church had creditability,
- built relationships

Note their issue might not be your issue

You must work on their issues, not one you are interested in.

### **Clarify the key issue**

Problems are big .

They need to be broken down into workable issues

Issues need to be clarified, i.e., pick one concrete specific piece of the problem on which to take action

How do you identify a good issue (filters to work through)

- **\*Improve people's lives**
- **\*Give people power**
- Build community power \*
- **\*Be winnable**
- Be widely felt
- Be deeply felt
- Be easy to understand.
- Have a clear decision maker
- Be non-divisive
- **\*Build leaders**
- Set up the next issue
- Increase stewardship (fund raising is friend raising – they get excited about your cause and will therefore give of their time and energy)
- Be in line with organization's mission and values

**\* most important**

## **Action**

Developing Your Action Plan

- 1.) Goals
  - What are your long term goals?
  - What are your short term goals?
- 2.) Organizational Consideration
  - What do we need to do?
  - Who will do it?
  - When does it need to be done.
  - What resources do we need?
- 3.) Constituencies / Allies & Opponents
  - a. Who are our allies partners
  - b. Who are our opponent
  - c. Targets Decisionmakers
- 4.) Who is decisionmakers
  - Primary target
  - Secondary Target
- 5.) Tactics / Strategy

Benefits of CBCO

- Deeper understanding of our Christian call for social justice
- Move from direct service to justice ministries
- More and deeper relationships with congregational members and community
- Art of listening
- Establish trust and credibility
- Identifies and develops new leaders
- Identify and develop a mission partnership with the community
- Revitalization of congregation/ renewed passion for mission

Good resource:

***Doing Justice: Congregations and Community Organizing***, Dennis A. Jacobsen