
ORGANIZING & MOBILIZING

By Jacie Rowe with influences from Dr. Howard Fuller, Mark Fraley, Saul Alinsky, Fannie Lou Hamer, Ella Baker, Malcolm X, Claudette Colvin, Martin Luther King Jr., Rosa Parks, Bobby Seale, Fred Shuttlesworth, Emmett Till, Ida Bell Wells-Barnett, Walter White

GENIUSES OF THE 20TH CENTURY



I don't see anything to be substituted for having people understand their position and understand their power to change it.

Real organizing might mean results would take longer to achieve, but it might mean these results would be better protected.



- ◆ **Insanity as the tendency to do what you have always done, but to expect different results.**
 - ◆ **The significant problems we face cannot be solved at the same level of thinking we were at, when the problems emerged."**
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Organizing v. Mobilizing

There is nothing so useless as doing efficiently that which should not be done at all.” Peter Drucker

- ♦ Organizing implies building a structure or an entity that will outlast a particular action.
 - ♦ Organizing focuses on building deep relationships with core leaders, who in turn build their own networks.
 - ♦ Slow respectful work, which aims to build a group of people who will be prepared to address a common problem through collective action.
 - ♦ Mobilizing takes place within organizing work when there is a need for a specific action that brings people out for a time limited period.
 - ♦ Organizing is about relationships.
 - ♦ Mobilizing is about numbers.
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ORGANIZING MODEL

A BROAD CONCEPTION OF HOW AN ORGANIZATION SHOULD OPERATE TO ADVANCE ITS MISSION.

Build deep relationships with a broad segment of the community.

- ◆ **Parents**
- ◆ **Elected and appointed officials**
- ◆ **Students**
- ◆ **Clergy**
- ◆ **Civic leaders**
- ◆ **Educators**
- ◆ **Emerging leaders**

- ◆ **We build formal and informal networks of individuals who support quality choice and transformational education reform.**
 - ◆ **We provide training that helps people understand how to be advocates for liberation of children.**
 - ◆ **We convene activists and supporters to inform, inspire and empower.**
 - ◆ **We mobilize people to take action in support of parent choice and transformational education reform policies and/or initiatives.**
 - ◆ **We build membership with Students.**
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What is an organizer?

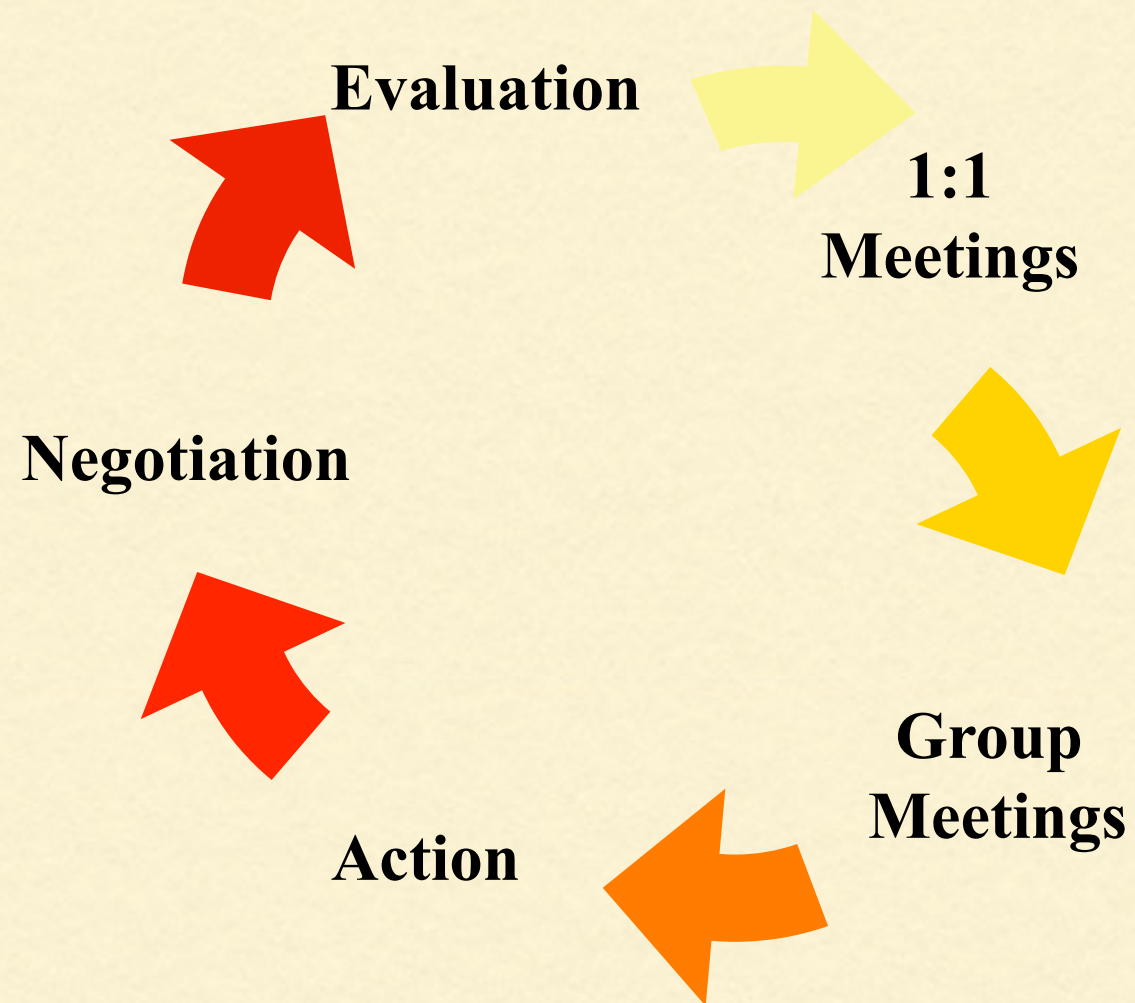
- ◆ **Organizer - His or her goal is to create power for others to use.**

QUALITIES OF AN EFFECTIVE ORGANIZER SAUL ALINSKY

- ♦ Active learner
- ♦ Organized Personality
- ♦ Being Yourself
- ♦ Curiosity
- ♦ Imagination
- ♦ A Sense of Humor
- ♦ Blurred Vision of a Better World
- ♦ A Well Integrated Personality
- ♦ Irreverence
- ♦ Free and open mind

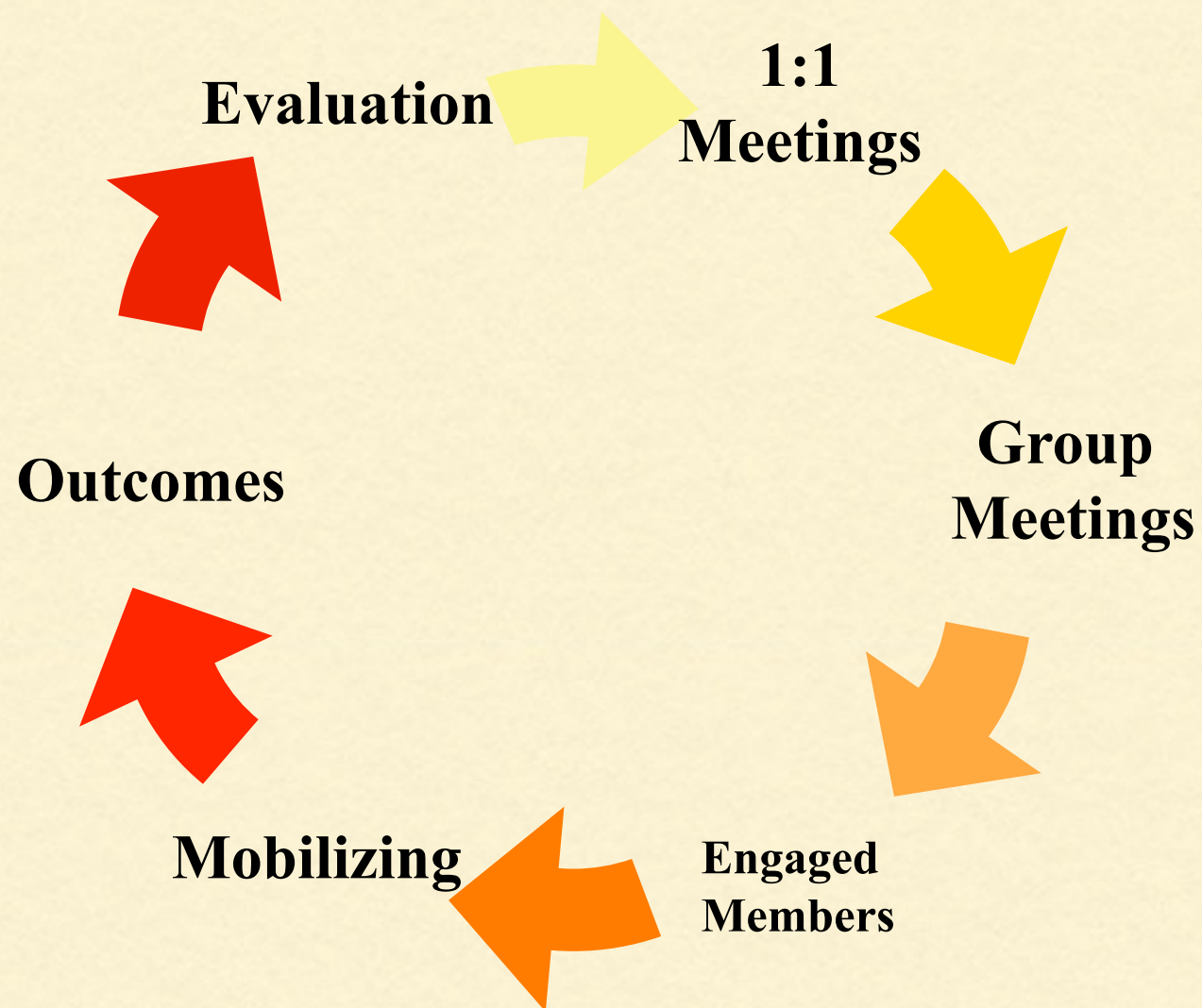
- ♦ Strong work ethic
 - ♦ Caring
 - ♦ Great listener
 - ♦ In it for the long haul
 - ♦ Effective communicator
 - ♦ Passionate
 - ♦ Courageous
 - ♦ Persistent
 - ♦ Ego
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MOBILIZING CYCLE



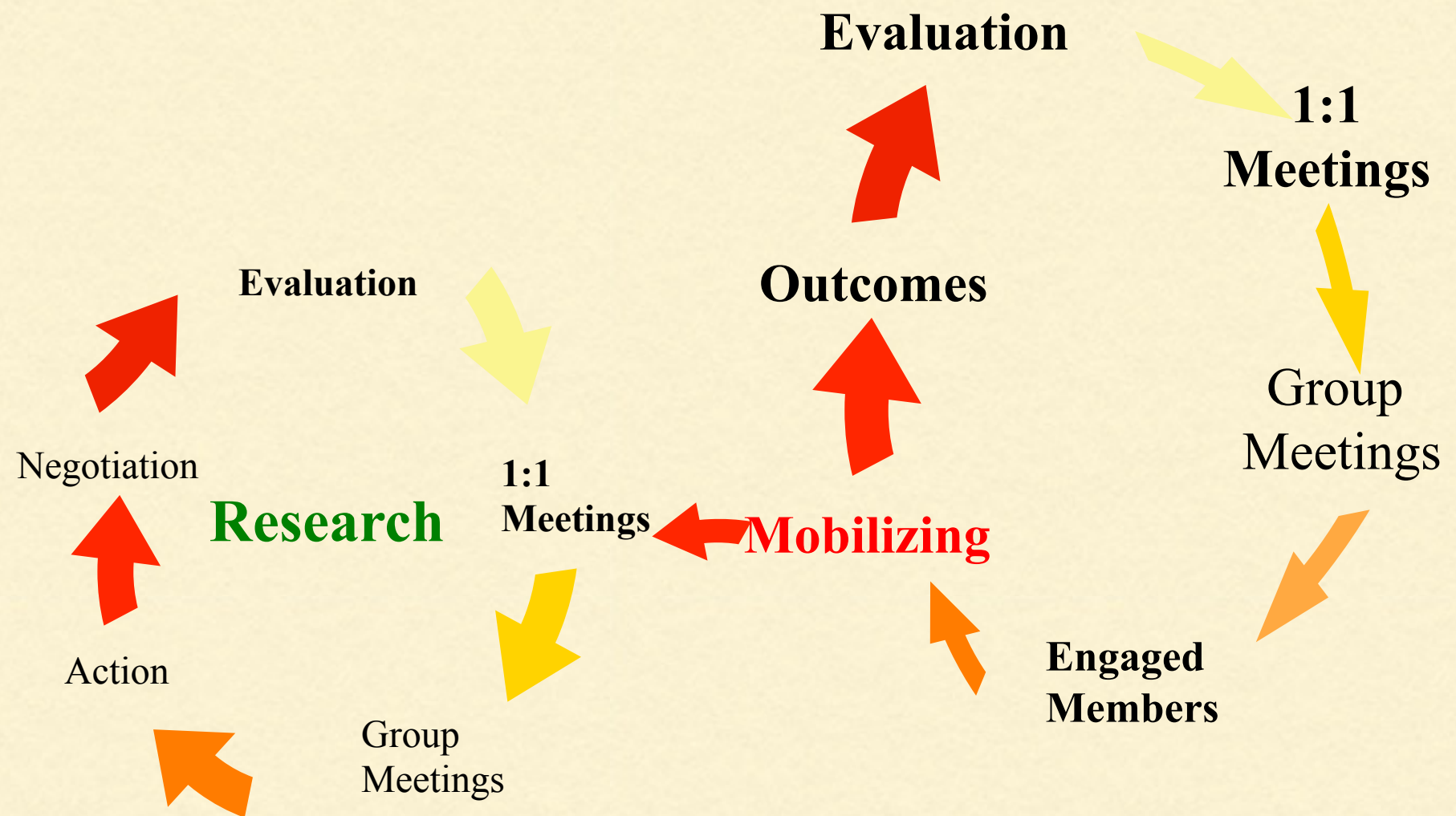
Actions that bring together significant numbers of people for a short period of time and/or cause a group of people to engage in a collective action to advance the movement in creating quality sustainable education for all children

ORGANIZING: GENERATE POWER



Generating *durable* power to represent and to stand with students and their allies in a manner that allows us to influence key decision makers on transformational education reform over time.

Connecting Mobilizing & Organizing



1:1 ORGANIZING ASSESSMENT

- ◆ **Connecting formally but meaningful with others**
 - ◆ **Goal is to meet one to one with others to hear their interests, dreams and fears**
 - ◆ **Goal is for them to get to know you as well**
 - ◆ **Active Listening**
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I:I STRATEGY FOR MOBILIZING

- ◆ **Connecting to discuss purpose of an action**
 - ◆ **Connecting to discuss the way the action is going to go down**
 - ◆ **Connecting to see where the person is on an issue**
 - ◆ **Connecting to get their support**
 - ◆ **Connecting to see what role person will play for an action or a vote**
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GROUP MEETING

- ◆ **Connecting to discuss purpose of an action**
 - ◆ **Connecting to educate people**
 - ◆ **Connecting to discuss the way the action is going to go down**
 - ◆ **Connecting to see where people are on an issue**
 - ◆ **Connecting to see what role people will play for an action or a vote**
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ACTIVE LISTENING

- ◆ Reach out for the ideas of others
 - ◆ Sometimes, just be quiet
 - ◆ Be encouraging and feedback what you hear
 - ◆ Ask probing questions
 - ◆ Take in more than the words
 - ◆ Make the speaker comfortable
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