
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
- ◆ by only using the kind of different results have

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
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 - ◆ Organizing focuses on building deep relationships with core
- ◆ Mobilizing takes place within organizing work when there is a need for a specific action that brings people out for a time limited
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 - ◆ Organizing is about
 - ◆ period.

◆

ORGANIZING MODEL ORGANIZING MODEL

A BROAD COOPERATIVE NOA ADVANCEMENT ORGANIZATION

**Build deep relationships with a
broad segment of the
community.**

- ◆ Elected and appointed officials
- ◆ Elected and appointed officials
- ◆ Students
- ◆ Clergy
- ◆ 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.

What is an organizer?

- ♦ **Organizer - His or her goal is to create power for others**

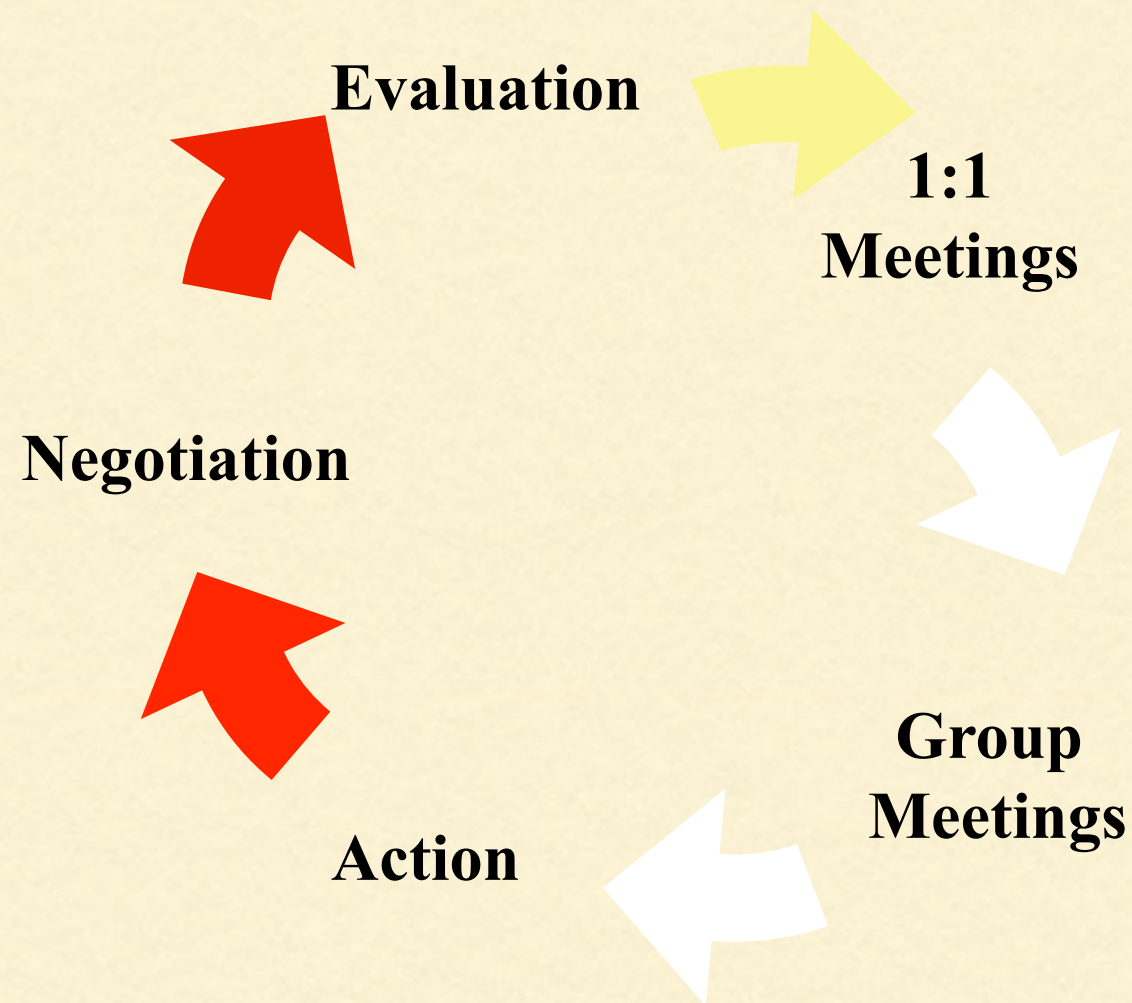
QUALITIES OF AN EFFECTIVE ORGANIZER SAUL ALINSKY

- ♦ Active learner
- ♦ Organized Personality
- ♦ Active learner
- ♦ Organized Personality
- ♦ Being Yourself
- ♦ Curiosity
- ♦ Imagination
- ♦ A Sense of Humor
- ♦ A Well Integrated Personality
- ♦ Irreverence

- ♦ Strong work ethic
- ♦ Strong work ethic
- ♦ Caring
- ♦
- ♦ In it for the long haul
- ♦
- ♦ Effective communicator
- ♦ Passionate
- ♦ Courageous
- ♦ Persistent
- ♦

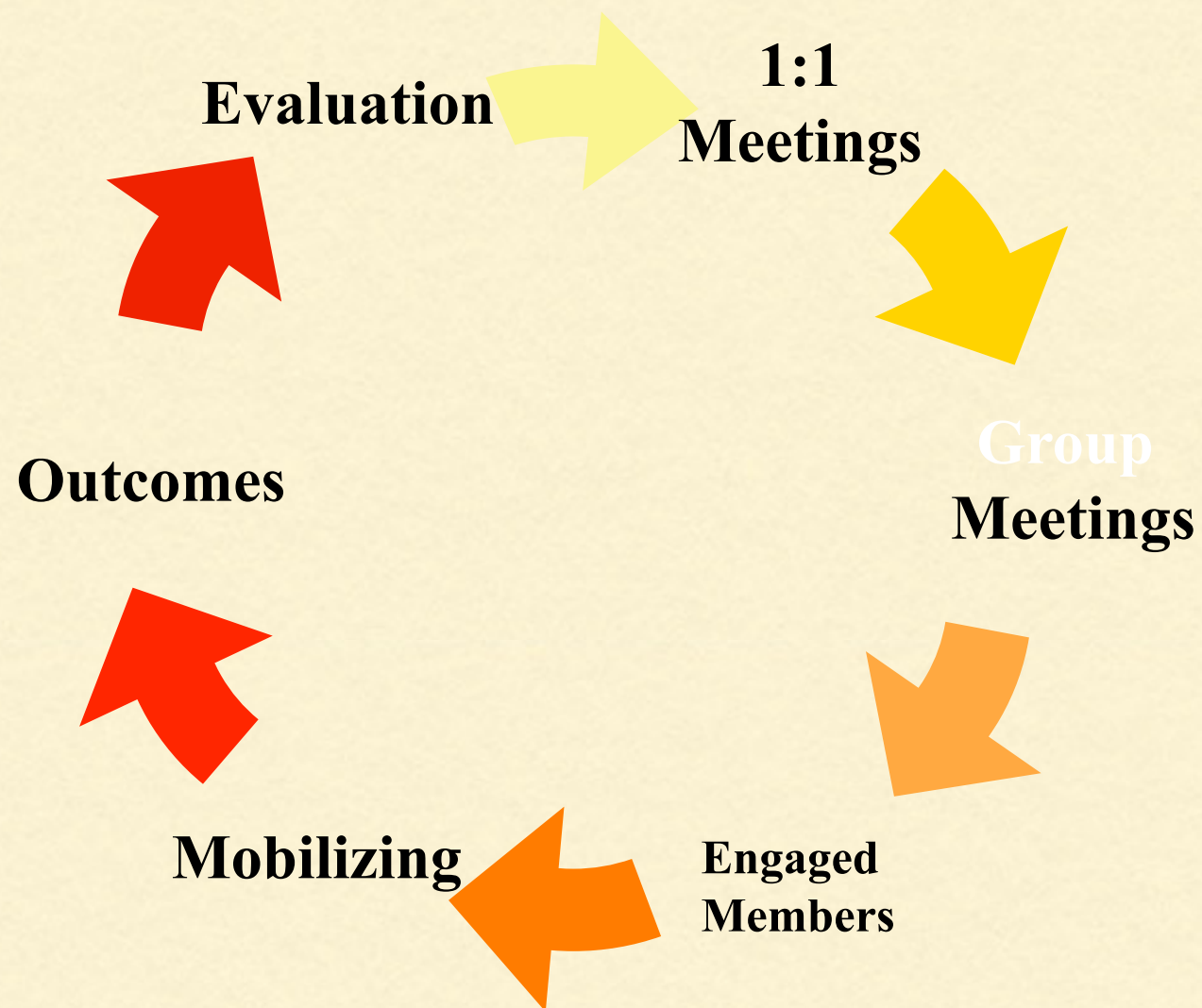
Ego

MOBILIZING CYCLE



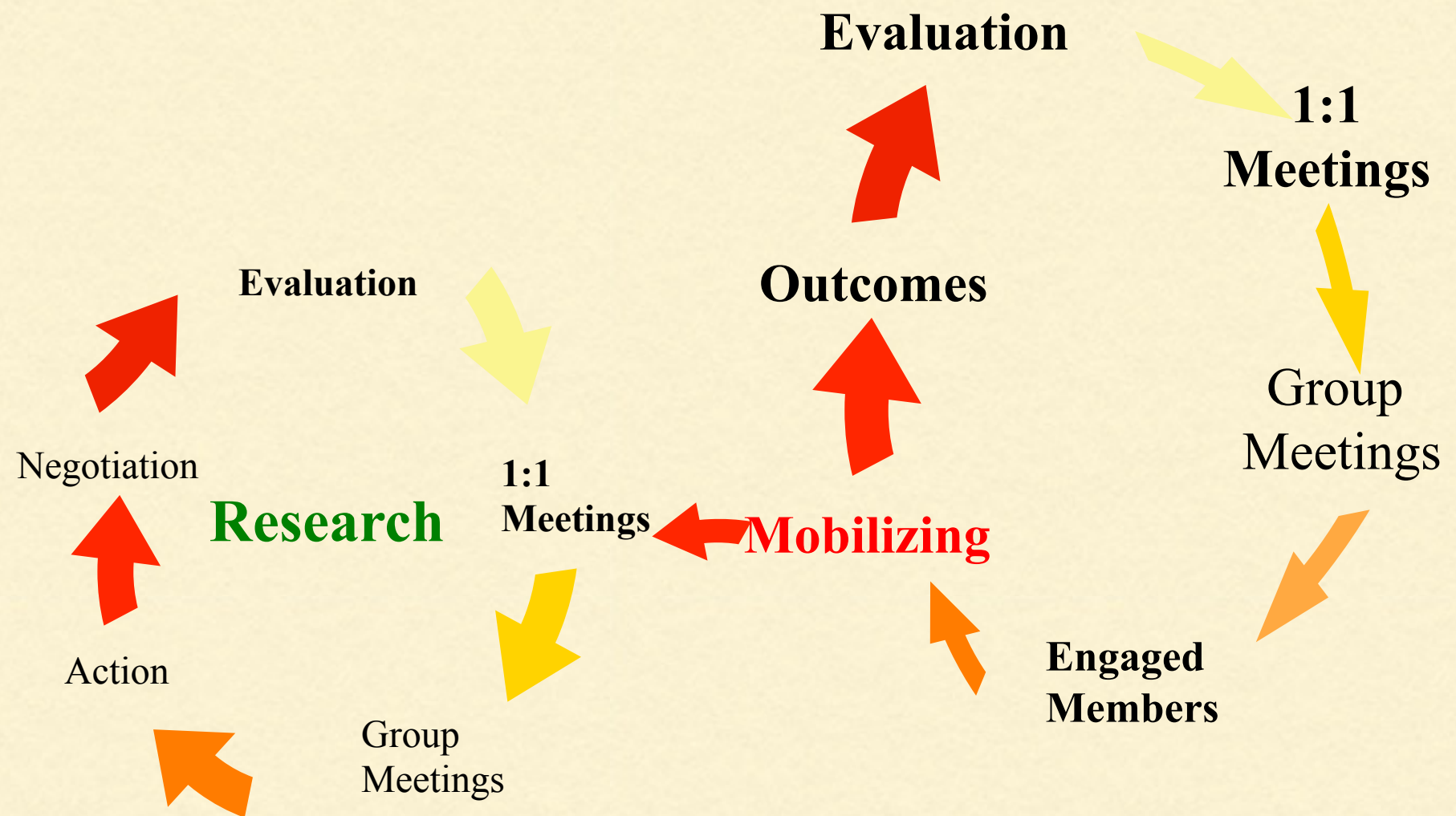
Actions that bring together significant numbers of people for a short period of time and/or cause a group of people to engage in a collective action to advance the movement in creating quality sustainable education for all children

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



interests, dreams and fears
Goal is to meet one to one with others to hear their

- ◆ Goal is for them to get to know you as well

I:I STRATEGY FOR MOBILIZING

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

GROUP MEETING

- ◆ Connecting to discuss purpose of an action
 - ◆ Connecting to discuss purpose of an action
 - ◆ Connecting to educate people
 - ◆
 - ◆ Connecting to discuss the people that action is going to go down
 - ◆ Connecting to see what people will play for an
 - ◆ Connecting to see what role people will play for an
-

ACTIVE LISTENING

- ◆ Reach out for the ideas of others
 - ◆
 - ◆ Reach out for the ideas of others
 - ◆ Sometimes, just be quiet
 - ◆ ~~Be an encourager and the feedback~~ Take notes on what you hear
 - ◆ ~~Make it his job to ask questions~~ Make it his job to ask questions
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