ENERGIZER: Strengthening Our Organizing & Leadership Muscles

Part 1: Building Collective Power

October 29, 2019

POWER UP

Housekeeping

Power Up Handbook

Activist Handbook 2019

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- You should have received the handbook via email or at www.aclu-wa.org/power-up-handbook.
- If you missed a session, email activism@aclu-wa.org and we will send you the recording.

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Power Up Preview

~~**Tuesday, September 17**~~ ~~5:30-7pm~~	~~**Laying the Foundation**~~ ~~Welcome, Introduction to the ACLU, Moving from Issues to Action, Root Cause Tree Tool~~
~~**Tuesday, October 1**~~ ~~5:30-7pm~~	~~**Understanding Our Role in the Movement**~~ ~~Race Equity & Allyship~~
Tuesday, October 29 5:30-7:30pm	**Building Collective Power** Personal Narrative, Recruiting Volunteers, Building Effective Teams
	Designing the Blueprint Identifying Stakeholders & Targets, Power Mapping, Strategy Chart
Thursday, November 14 5:30-7pm	**Choosing & Using Tactics** Lawmaker Engagement Tactics
Thursday, November 21 5:30-7pm	**Navigating the Legislative Process** Understanding Committees, Bill Process & WA Legislative Website

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Zoom Logistics

- The success of Power Up is built on <u>participation</u>!
  - On the Zoom toolbar, you can raise your hand to be unmuted or type a question or comment in the chat box.
- You will receive a reminder email prior to each webinar session with Zoom log-in information.
- A recording of this call will be sent out later this week.
- If you have any questions about how to use the technology, please email me at <u>rgilchrist@aclu-wa.org</u>.

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Why We Use Pronouns

- We recognize that gender is a spectrum and people might have a different gender identity than the one you perceive them to have. Sharing your pronouns shows respect for everyone's gender identity and creates a more welcoming space for all.

SHE/ HER/ HERS

THEY/ THEM/ THEIRS

HE/ HIM/ HIS

ask my pronouns

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Community Agreements

1. Observe the "Platinum" rule.
2. Acknowledge intent and address impact.
3. Be present and lean in.
4. Be mindful of technology use.
5. Hear and be heard.
6. Observe the "One mic, one voice" rule.
7. Avoid putting people on blast.
8. Care for yourself and others.
9. Commit to learning.
10. Have fun!

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Agenda

1. Storytelling & Personal Narrative
2. Building Relationships & Recruiting Volunteers
3. Structuring Leadership
4. Running Effective Meetings
5. Identifying Stakeholders
6. Mapping Power & Identifying Targets
7. Creating a Strategy Chart

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Storytelling & Personal Narrative

Goals

- Understand why personal stories grounded in values can effectively move people to action.

- Learn how to structure a relationship-building one-on-one organizing conversation that incorporates personal stories.

- Practice sharing stories with someone new (giving and receiving feedback).

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What does leadership mean to you?

"Thanks, Pop, but today's kids don't want money, they want leadership."

Public Narrative

Story of Self
Call to Leadership

COMMUNITY

PURPOSE

Story of Us
Shared Values & Shared Experience

URGENCY

Story of Now
Strategy & Action

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What makes a story memorable and compelling?

Photo by Neel on Unsplash

Good stories make us
- See it
- Hear it
- Feel it

By
- Showing not telling
- Including vivid imagery/details
- Connection to strong emotions

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At-Home Practice: Craft a Public Narrative

- <u>Story of self</u>: Why are YOU called to make change in the world? When did you start to care? Why? What personal story can you tell that will help others understand why you fight for civil rights and civil liberties?

- <u>Story of us</u>: What values do you share with the ACLU community? What moments or experiences have you or your community shared that demonstrate those values?

- <u>Story of now</u>: What is the change you want to make in the world? Why is it urgent? What can people join you in doing now?

Building Relationships & Recruiting Volunteers

Why do we need relationships for organizing?

How We Build Relationships

Organizational meetings & trainings

House parties/small group meetings

One-on-ones

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5 Elements of a One-on-One Meeting

Attention

Purpose

Exploration

Exchange

Commitment

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Spotlight:
Local People Power Teams

What is ACLU People Power

- People Power is a special project of the ACLU that uses grassroots mobilization to defend our basic freedoms and hold leaders accountable
- People Power activists work in and from their local communities to further civil rights for all
- Launched in March 2017

What issues does People Power work on?

- People Power is grassroots so you get to decide!
- ACLU provides blueprints of campaign plans, volunteer organizers choose tactics and put them in motion
- People Power campaigns
  - Freedom Cities – ensuring local law enforcement resources aren't used for federal immigration enforcement
  - Let People Vote – strengthening voting rights across the country (WVRA in WA)
  - ACLU Voter – supporting ballot initiatives with large civil rights implications, getting out the vote in the midterm elections
  - Rights For All – getting presidential candidates on record on civil liberties issues

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People Power in Washington State

- Justice First campaign – advocating for criminal justice reform legislation at state level

- Local groups have also identified and tackled issues in need of support in their own areas

- Find events (or host one of your own!) at:

map.peoplepower.org

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Current Focus – Seattle City Council Elections

- Other ways to engage:
  - Sign up for our grassroots mailing list
  - Help gather content for our website
  - What ideas do you have? Remember we are a grassroots organization!

- For more information, feel free to chat with us at Power Up or contact us:
  - Marla Murdock – action516too@gmail.com
  - Shannon Cheng – moojieturtle@gmail.com

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Building Statewide Power

- Advocating for reforms at the State Legislature is more impactful with grassroots involvement from around the state
- Past focuses:
  - Washington Voting Rights Act (WVRA) – voting rights
  - Keep Washington Working (KWW) – immigrant rights/criminal justice reform
  - Driving With License Suspended in the Third Degree (DWLS3) – criminal justice reform
- Past actions:
  - Legislative District-specific action alerts (phone calls/emails to legislators)
  - Postcard/letter writing
  - Lobby Day

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Building Statewide Power

- Join a grassroots-run statewide mailing list to learn how and when to make an impact
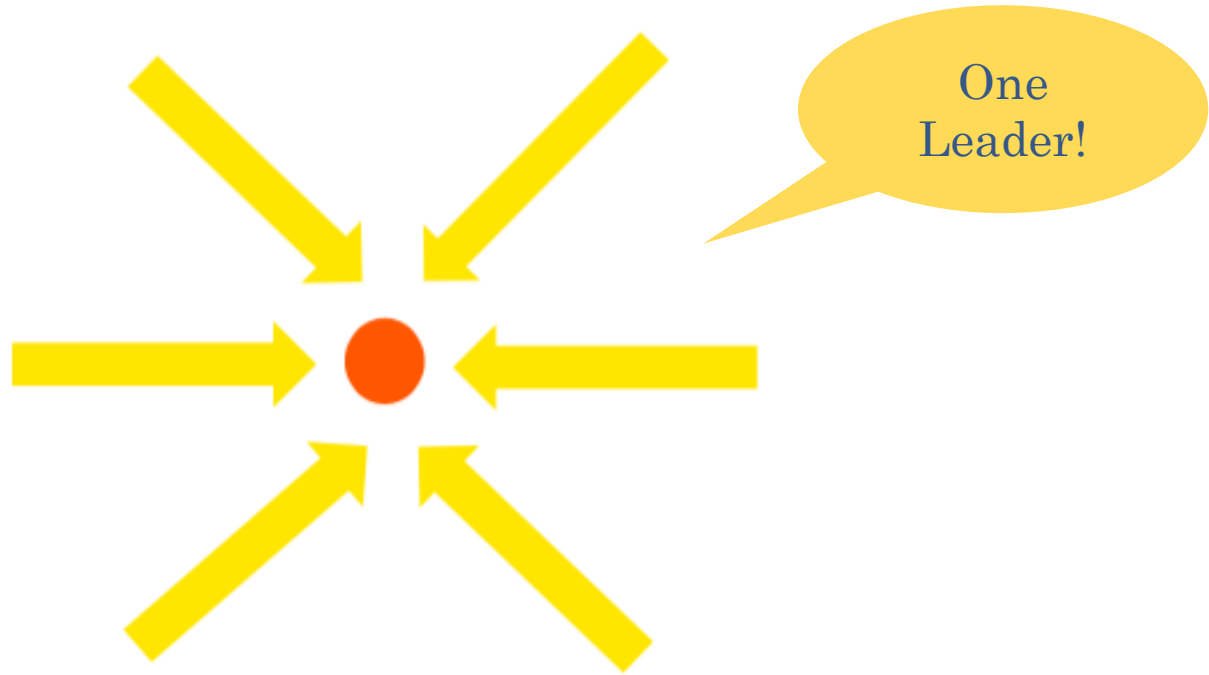
bit.ly/JoinWAPeoplePower

- or contact Shannon Cheng (moojieturtle@gmail.com)
- If you are interested in helping organize statewide coordination or starting a People Power group in your local area, Shannon is happy to work with you!
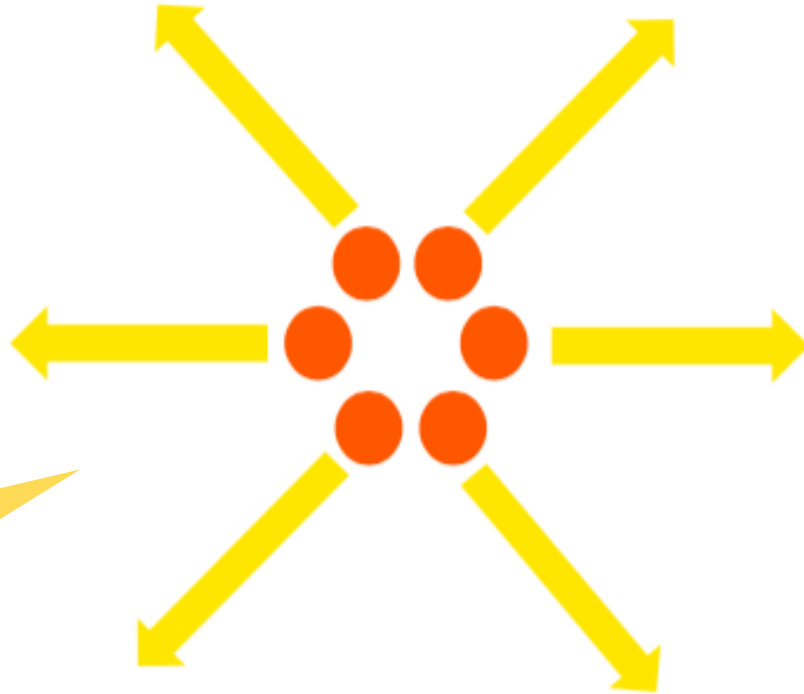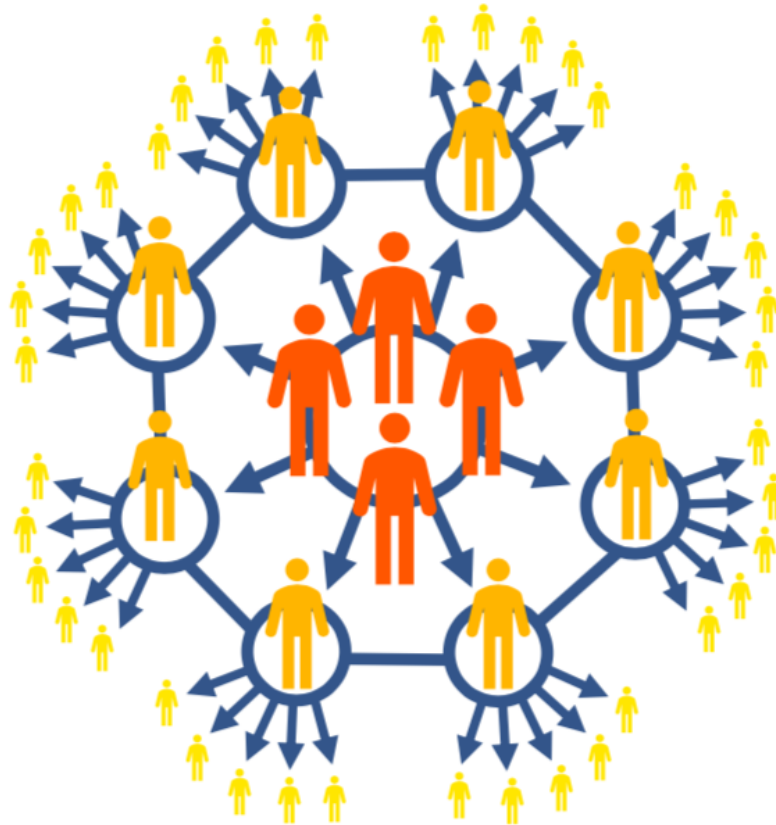
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Structuring Leadership

"Dot in the Middle"

"We're All Leaders"

No Leader!

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"Snowflake" Model

Running Effective Meetings

What makes a "good" meeting?

- Involves a clear before, during, and after.
- Has clear and realistic goals.
- Is a participatory space where all ideas are heard.
- Encourages frank and constructive debate, but not personal attacks.
- Ends with clear action items and people assigned to them.
- Leaves everyone feeling like progress is being made.

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Sample Meeting Agenda

- Example on page 26 of Power Up handbook.
- Alternative: POP Model
  - Purpose
  - Outcome
  - Process

Making Meetings Accessible

- There are many ways in which we can make meetings more accessible to all members of our community:
  - Gender neutral bathrooms
  - Wheelchair accessibility
  - Dietary & sensory sensitivities
  - Language access
  - Family-friendly
- Check calendars and consult with stakeholders to select days and times that don't conflict with other events or obligations.
- Make video or phone conferencing an option – but remember in-person communication is usually best.
- Practice grace with your fellow activists!

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Part 2: Designing the Blueprint

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Identifying Stakeholders

What is a stakeholder?

- Directly impacted individuals with lived experience
- Friends, families, and communities of directly impacted
- Direct service providers
- Researchers
- People who cause or contribute to the problem
- Government entity
- Academic institution
- Organization

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Why do stakeholders matter?

- To prioritize and elevate the voices of people directly impacted by a problem
- To find out more about the problem – or even if what we are working on <u>is</u> the problem
- To gain clarity about the nature and scope of the problem
- To build collective power

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Circle of Influence Stakeholder Map
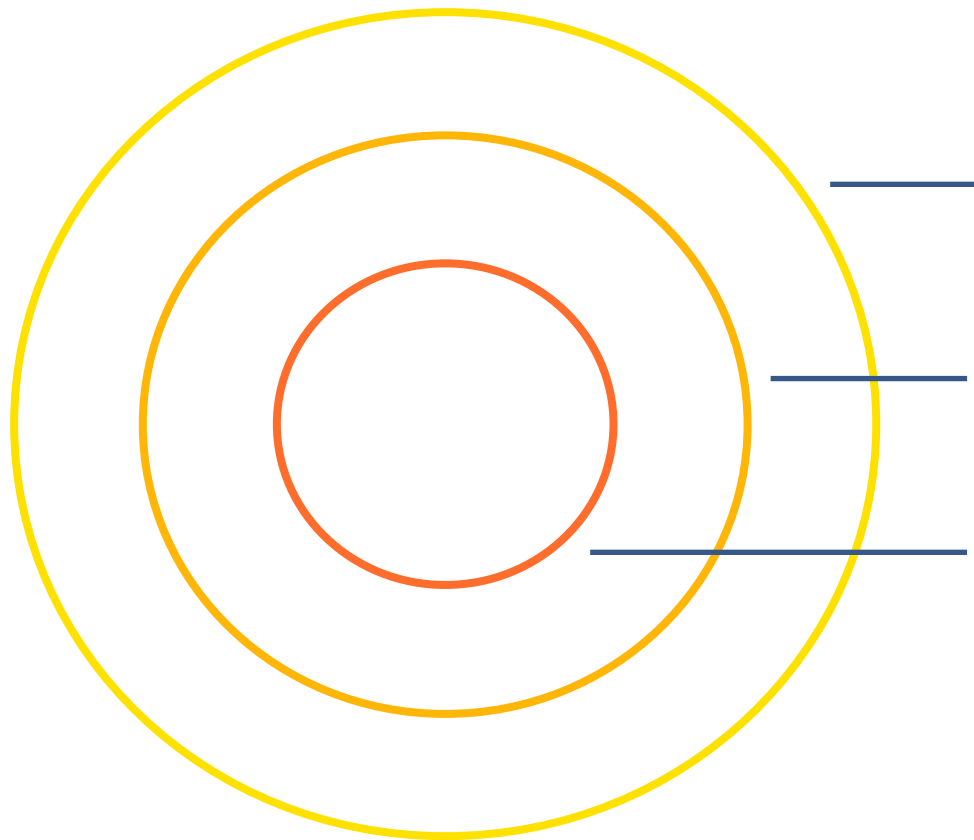
OUTER RING: Indirect impact and a significant degree of interest and/or influence

MIDDLE RING: Stakeholders with less direct impact, but high degree of interest and/or influence

INNER RING: Stakeholders who most directly impact and/or are impacted by our work and/or who have the highest degree of interest and influence

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Circle of Influence: Practice

- Example: Homelessness

- Inner ring: Who is most directly impacted by the problem? Who has the most interest and influence?

- Middle ring: Who is less directly impacted, but also has a high degree of interest and/or influence?

- Outer ring: Who is indirectly impacted but still has a significant degree of interest and/or influence?

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# Mapping Power & Identifying Targets

What is a power map?

- A power map is a tool to help identify decisionmakers and influencers, understand their relationships to one anther, and develop a strategy to leverage those relationships to achieve change.

- The model we are using today comes from Andrew Boyd for Beautiful Rising.

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How to create a Power Map

- Step 1: Identify the problem you are trying to fix.
- Step 2: Identify the main stakeholders.
    - Who created the problem you are trying to solve?
    - Who is impacted?
    - Who is trying to fix the problem?
- Step 3: Research the stakeholders. Who (or what) influences them?
    - Examples: Money, media, caucus leadership & colleagues, other elected officials, associations, relationships (friends, family, endorsers, voters)

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How to create a Power Map

- Step 4: Identify your primary and secondary targets.
  - Primary: Who has the power to fix the problem, but hasn't taken action?
  - Secondary: Who has influence over the person with power?
- Step 5: Plot targets and relationships.
  - You need to know enough to estimate their level of power and their level of support for your issue.
  - This is an iterative process!

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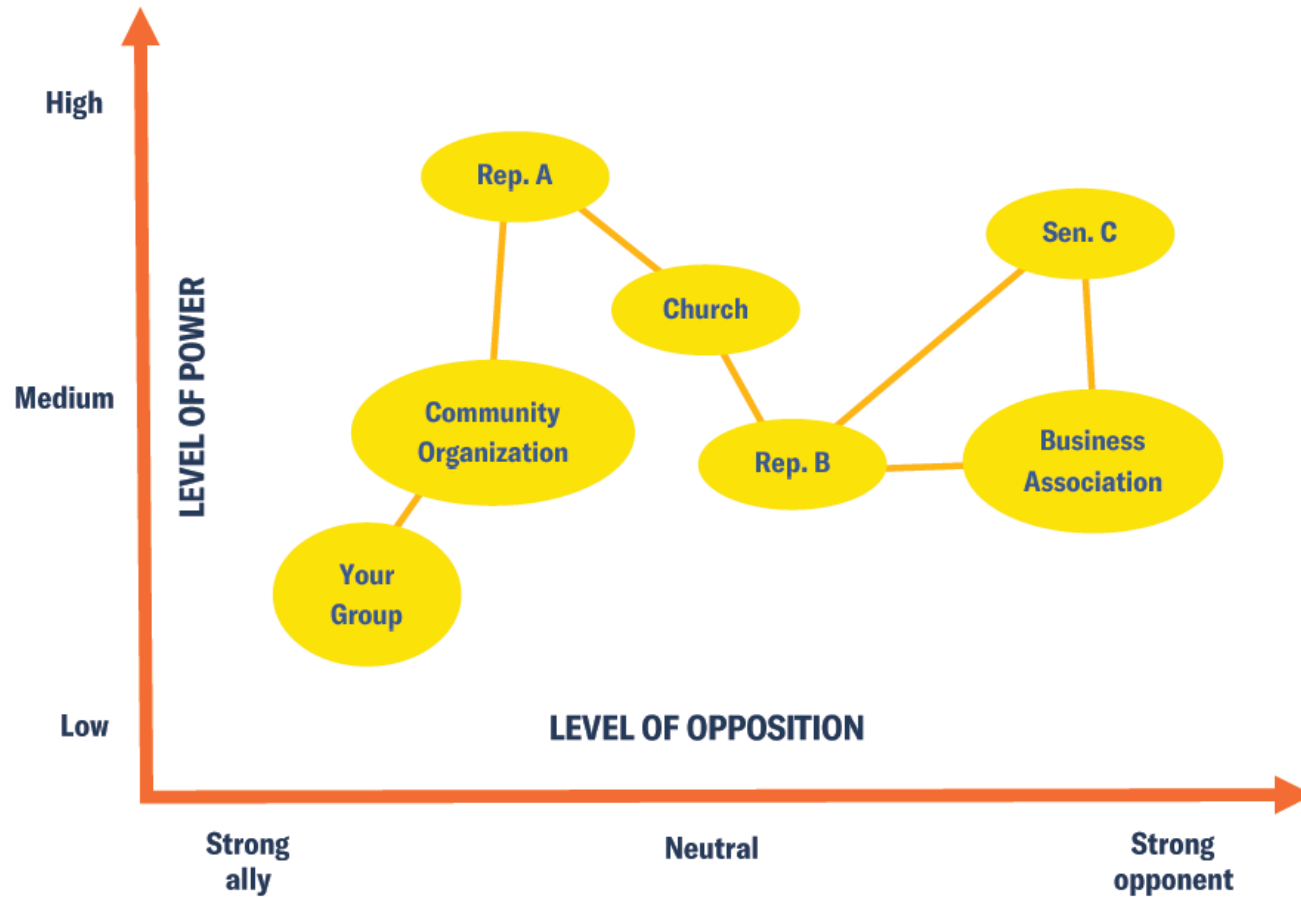
How to create a Power Map

- Step 6: Identify priority targets.
  - Who has the most connections?
  - Who has the strongest level of influence?
  - Who do you have a relationship with? Are you in a position of power?
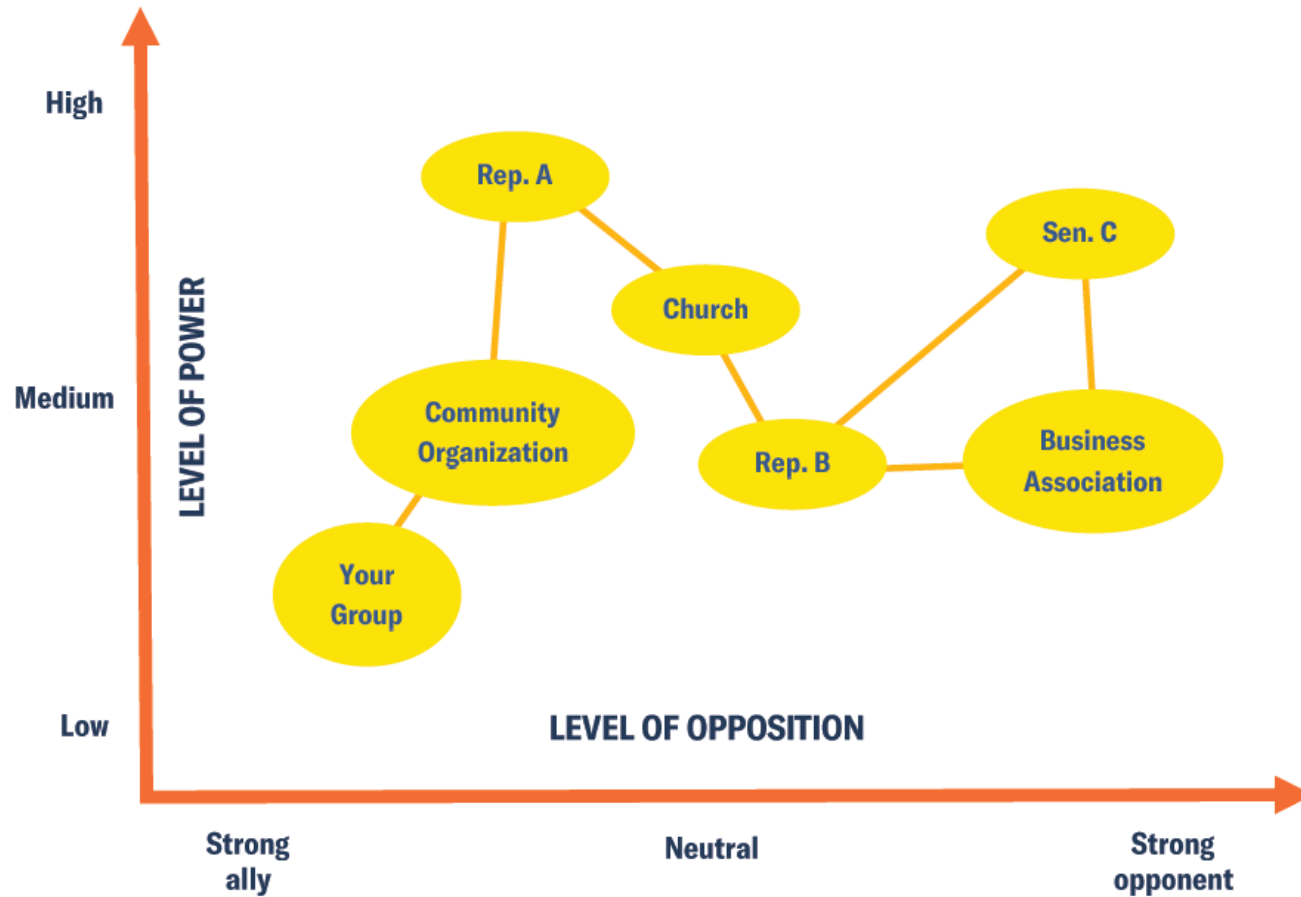
How to create a Power Map

- Step 7: Make a plan.
  - Are you moving your targets to greater support?
  - Are you moving your targets up to be more powerful or more committed?
  - Are you building new relationships?
- Step 8: Repeat and revise.

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Power Map: Practice

- Choose a hypothetical short-term goal.
    - Good: Get our bill that ends school suspensions out of X committee. Specific!
    - Bad: End the school-to-prison pipeline. Too broad!
- Place the stakeholders you brainstormed from the Circle of Influence on the Power Map according to their level of power and support.
- Draw lines where you think relationships exist between stakeholders.
- Based on this assessment, who would you choose as a primary target? Secondary target?

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Setting Goals & Crafting a Strategy

Setting "SMARTIE" Goals

- <u>S</u>trategic
- <u>M</u>easurable
- <u>A</u>mbitious
- <u>R</u>ealistic
- <u>T</u>ime-bound
- <u>I</u>nclusive
- <u>E</u>quitable

Source: Adapted from The Management Center

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Midwest Academy Strategy Chart

Goals

Long-Term: What you really want

Intermediate: What you are trying to win now

Short-Term: Step to the intermediate goal

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Midwest Academy Strategy Chart

Goals	Capacity
Long-Term: What you really want **Intermediate:** What you are trying to win now **Short-Term:** Step to the intermediate goal	**What we have:** • People • Time • Space • Skills • Connections • Audience • Funding **What we need:** • New members • Leadership • Organizing skills • Policy or institutional knowledge

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Midwest Academy Strategy Chart

Goals	Capacity	Stakeholders
Long-Term: What you really want **Intermediate:** What you are trying to win now **Short-Term:** Step to the intermediate goal	**What we have:** • People • Time • Space • Skills • Connections • Audience • Funding **What we need:** • New members • Leadership • Organizing skills • Policy or institutional knowledge	**Who cares about the issue?** (Think about your Circle of Influence chart!) **Who are your opponents?** • What will your success cost them? • How will they oppose you? • How strong are they? • What power do they have over the target?

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Midwest Academy Strategy Chart

Goals	Capacity	Stakeholders	Targets
Long-Term: What you really want **Intermediate:** What you are trying to win now **Short-Term:** Step to the intermediate goal	**What we have:** • People • Time • Space • Skills • Connections • Audience • Funding **What we need:** • New members • Leadership • Organizing skills • Policy or institutional knowledge	**Who cares about the issue?** (Think about your Circle of Influence chart!) **Who are your opponents?** • What will your success cost them? • How will they oppose you? • How strong are they? • What power do they have over the target?	**Primary target:** Person who has the power to give you what you want **Secondary target:** People who have power or influence over your primary target (e.g. donors, voters, employers)

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Midwest Academy Strategy Chart

Goals	Capacity	Stakeholders	Targets	Tactics
Long-Term: What you really want **Intermediate:** What you are trying to win now **Short-Term:** Step to the intermediate goal	**What we have:** • People • Time • Space • Skills • Connections • Audience • Funding **What we need:** • New members • Leadership • Organizing skills • Policy or institutional knowledge	**Who cares about the issue?** (Think about your Circle of Influence chart!) **Who are your opponents?** • What will your success cost them? • How will they oppose you? • How strong are they? • What power do they have over the target?	**Primary target:** Person who has the power to give you what you want **Secondary target:** People who have power or influence over your primary target (e.g. donors, voters, employers)	**Actions you will take to move your target to say yes to the short-term goal** **Tactics must:** • Show your power & build your power • Be directed toward the targets • Move you closer to your goals • Make sense to your stakeholders • Be flexible & creative

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Wrap-Up

Next Session: Thursday, November 14

- You will receive an email reminder a day or two before the next call.

- Please note! There will be different call-in information, so make sure you are opening the right email.

- During the next webinar, we will discuss a variety of tactics you can use to effectively engage lawmakers.

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Check out our Local Elections Toolkit

- Visit www.aclu-wa.org/elections to find:
  - 5 Questions to Ask Your Candidate for Local Office
  - A guide to using state election resources
  - Voting rights restoration information
  - How to get out the vote to other ACLU supporters

DON'T FORGET TO VOTE!

Ballots must be turned into a drop box or postmarked by 8pm on Tuesday, November 5.

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For more information:

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www.aclu-wa.org

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