Relational Community Organizing...
means developing relationships and bringing people together to form powerful communities that allow people to act on their own behalf to make systemic changes in their lives."
- JOIN for Justice

Community organizing:
- Aims to build the power of those directly impacted by an issue
- Places those most directly impacted at the center of envisioning and implementing the solution
- Focuses on building and strengthening relationships
- Emphasizes developing leadership and capacity
- Changes long-term distribution of/relations of power

Key Terms

Problem: Long term condition which is adversely affecting people and communities, problems have a big picture/structural cause

Issue: An identifiable and specific concern that your community is facing, which action can be taken to resolve in a measurable amount of time

Strategy: An approach to making an institution, organization, or leader do something about your issue which hey are not otherwise invested in doing.

Goal: Outcome, what your community will look like at the end of the process

Constituent: Who is directly invested in this issue?

Ally: Who has a shared stake in the issue?

Target: Who is the individual person who can give you what you want?

Tactic: An action taken, directed at a specific target which shows the power of constituents and allies and puts pressure on the target to achieve your goals.

Power Mapping 101

Power mapping is a tool used to understand who has decision making power and influence over an issue or goal you are trying to reach and how to leverage your own personal relationships and networks in order to obtain a decision in favor of your goal.

Power Mapping Guidelines

- Power mapping is a process—you will often have to update your power map as you get closer to your goal.
- You can find out "who" and often "how" from a power map, but you cannot find out "why."

Goal or Objective

Brainstorm Key Players

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Decision Makers: Who has the power within your institution to make the decisions about this goal or objective?	
Influencers: Who has the power to influence the Decision Makers through their position, knowledge, relationship, group or status?	

Create Your Power Map

Conduct a Force Analysis and a Power Analysis: Look at the list of players you have brainstormed. Use the key below to evaluate whether each player is in support of your goal, opposed to your goal, or neutral, as well as whether they have power, do not have power, or are somewhere in the middle. Use a question mark if you are missing any information about the player. Record these responses below by using the following symbols:

⬆ **Supportive**　⬇ **Opposed**　⮕ **Neutral**　**?** **Not Enough Information**

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Players	Force Analysis	Power Analysis

⬤△Place the players you brainstormed on your power map according to how much power they have and how supportive they are of your goal. Place all players whose support you are unsure of with a question 2mark on the Neutral axis. Represent decision makers with a circle   and influencers with a triangle   .

Most

——— POWER ———

Least

Completely Opposed   Completely Supportive

Neutral

SUPPORT
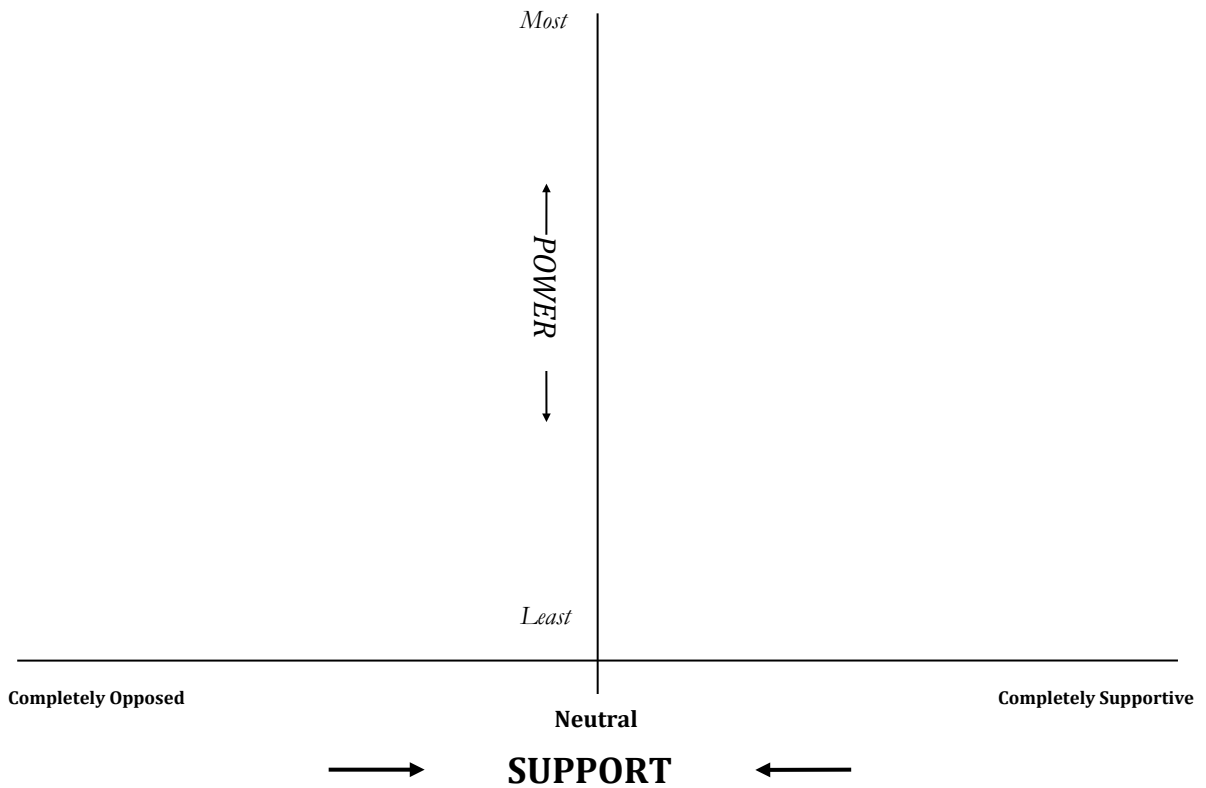
Analyze Your Power Map: Identify a Target

Your target is the player you move in order to achieve your goal. Is there a specific player who stands out on the map as someone who has a lot of power over whether you achieve your goal? This person has the potential to be a target.

Do your research: Do you have all the information about your potential target? If not, use your personal relationships to gain a better understanding of where this player falls on the map.
- **Where does the potential target fall on the Power Axis:** Does the potential target have power or not?
- **Where does the potential target fall on the Support Axis:** Does the potential target support or oppose your goal? Usually a target will oppose your goal. If they support your goal, they do not need to be moved since they are already with you.
- **Ask "why" is this player opposed to the goal?** Find out if there are any other players who affect or influence the potential targets support of your goal.

Reevaluate your potential target: If there is another person or group who influences the potential target in a way that the potential target will not move unless that person or group moves, repeat this process with that person or group until you come to a player that *can* be moved. That player is your target.

Move your target: Do more research! Use your relationships and networks to understand the best action to take in order to move your target

Repeat this process until you achieve your goal!

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Story Telling for Action

Why do we tell our stories?

- Story telling has been an important way of sharing information about our experiences for centuries.
- It is a tool used in community organizing that helps you communicate why something is important to you and can help transform a concern or problem from an idea into an issue others can connect with
- The feelings and emotions conveyed in a story inspire us to take action
- Stories help us build relationships, find common ground, and identify allies

What is a story?

- Stories are moving, changing documents that reflect a time in your life
- Stories are usually no longer than 2 or 3 minutes.
- Stories inspire an emotional response in the reader
- Stories have a
  Challenge: What conflict did you experience either with yourself or outwardly?
  Choice: What choice did you make? How did you take action to resolve this conflict? What empowered you to take action?
  Outcome: What was the outcome? What did you learn?

Guiding Principles of Storytelling

- **Get Personal:** What is unique about your story? What does it say about you? Does it answer the question "why do I care?"
- **Details Matter, be Specific:** People should see and feel your story unfold as if they are there. Paint a picture of the moment you are talking about so that other people can really understand where you are coming from.
- **Choices Matter-share your values:** The choices that you have made in your life are often the times when you have learned the most and have felt the most empowered or disempowered. Sharing these choices helps illustrate who you are and what your values are.
- **Inspire Hope:** Your story is about your vision and hope for how the world can be better. You want to inspire people to take action through the sense of hope that you offer.

Developing Your Story
Answer the Question:
Why is it important to me that we make ___ more LGBT-inclusive, safe and affirming?

Guiding Questions:
- Why is this issue important to me? What experiences in my life make this important to me?
- What experiences in my life have led me to take action on this issue?
- What choices have I made that have brought me to this point?
- What actions have I taken?
- Who are the people who have influenced these decisions?

Use the diagram below to think about your challenges, choices, outcomes, and values and to help organize your story.

Challenge	Choice	Outcome	Values

One-on-One Individual Meetings

1:1 meetings are face-to-face, two-way conversations for about 1 hour through which two people develop a public relationship by sharing their stories, values, concerns, passions, self-interests, and visions.

Relational meetings are at the heart of building strong communities, community organizations, and institutions. We do them because:

- ❑ We want to live in a world where people relate to each other and value each other for who they are, not what they have.
- ❑ By organizing relationships, we can build the relational power to bring about positive changes for our communities.
- ❑ We can identify potential new leaders for our organization.
- ❑ We want to learn people's self-interests in order to identify issues of common concern.
- ❑ We seek to build a stronger community by fostering stronger relationships and developing leaders.

A 1:1 Is	A 1:1 Isn't
• A two way conversation – Active listening 70% & talking 30%	• An interview or a speech
• 1 hour, to respect people's time	• Very lengthy or very short
• Intentional and planned	• Casual and happenstance
• Meaningful	• Chit chat
• Personal – to understand a person's values and self-interests	• Impersonal – being satisfied praying, working, or living next to strangers
• Public– to understand who the person is in public	• Intimate – to become best friends
• Probing, to dig deeper to understand the other – this can be hard	• Prying, nosing into their private business
• Worthy in and of themselves – it's always important to learn shared values in another	• Instrumental – one more way to trick people into doing something for you
• About action – to find other people who want to take leadership with you to act on shared interests	• To find other people to complain with

Parts of a 1:1

1. Breaking the ice: Introducing yourself and credentialing why you are there (for instance, ____ gave me your name and number). Warming up with simple questions such as "how long have you lived here?", or "how long have you been an educator?"

2. Relationship building to learn each other's self-interest: Asking "what" questions to learn about a person's life and "why" questions to learn about who they are, what their values are, and why they do what they do. Share the stories that make us who we are. You can learn about:
- **Who they are as a member of their organization (school, camp, organization):** Why have they chosen to work in/belong to this community? Does this organization reflect their values, why? What could they do that would be meaningful to them?
- **Who they are as a member of their larger community:** What issues are they most concerned about, and why? When they look around them, what makes them most angry? Have they ever tried to do anything about it? If so, what? If not, why not?
- **Who they are as a human being:** What are their values? Did they ever have to stand up for what they believe in? What is the story of their family? What are their dreams?

Some Helpful Hints:
- **Be curious: unpack simple answers**
  Example 1:
  Person 1: I love being part of the Jewish community.
  You: *How* did you get involved in the Jewish community?
  Person 1: Sara Cohen asked me to come to an event so I did and that's history!
  Example 2:
  Person 1: I love being part of a Jewish community.
  You: *Why* do you love being part of a Jewish community? *Why* did you choose a Jewish community instead of a queer community?
  Person 1: I grew up in a Conservative community where I felt like the odd one out, it's important for me to be Jewish and to make the Jewish community more inclusive for everyone.

- **Look for the glint in their eye - what really excites them!**

- **Ask the question: What makes you passionate about ____?**

3. Closing: Thanking the person for their time, letting them know what is coming up in your organization, and proposing that they take some sort of action on something that they believe in (a self-interest.)
Examples include: attending a meeting or talking to other people, or perhaps something that they choose.

4. Evaluation: Afterwards, reflecting on the conversation. Was this truly a two-way conversation where two people shared of themselves? How could you have gotten deeper or shared more stories? Is this person a potential leader with talent, relationships, and passion?

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