



# Community Organising



HIGHLANDER  
LIBRARY



Organizing is about building relationships and using those relationships to accomplish together what we cannot accomplish on our own.

- Alicia Garza





# Power and Self-Interest

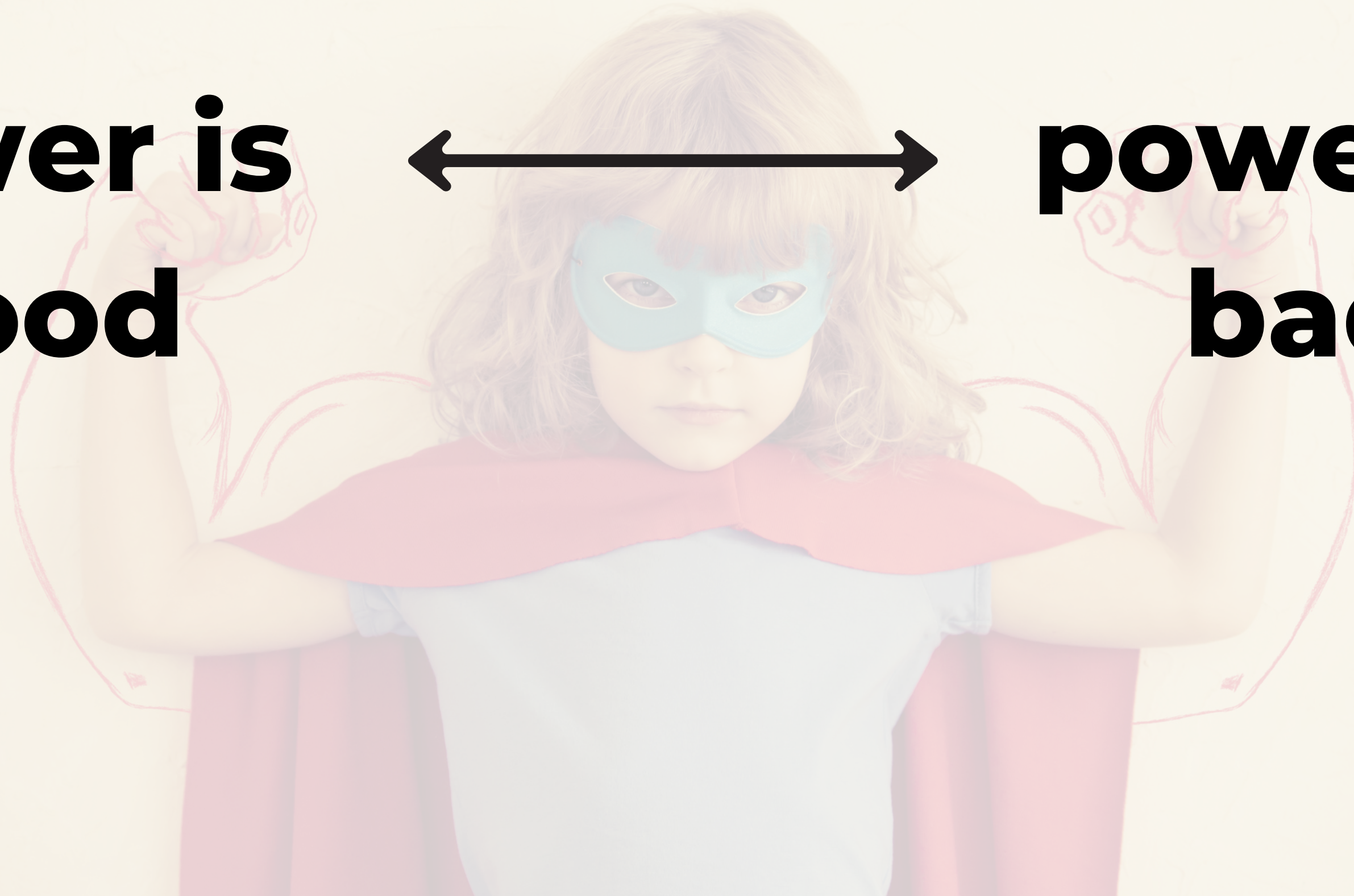




**power is  
good**



**power is  
bad**





# POWER

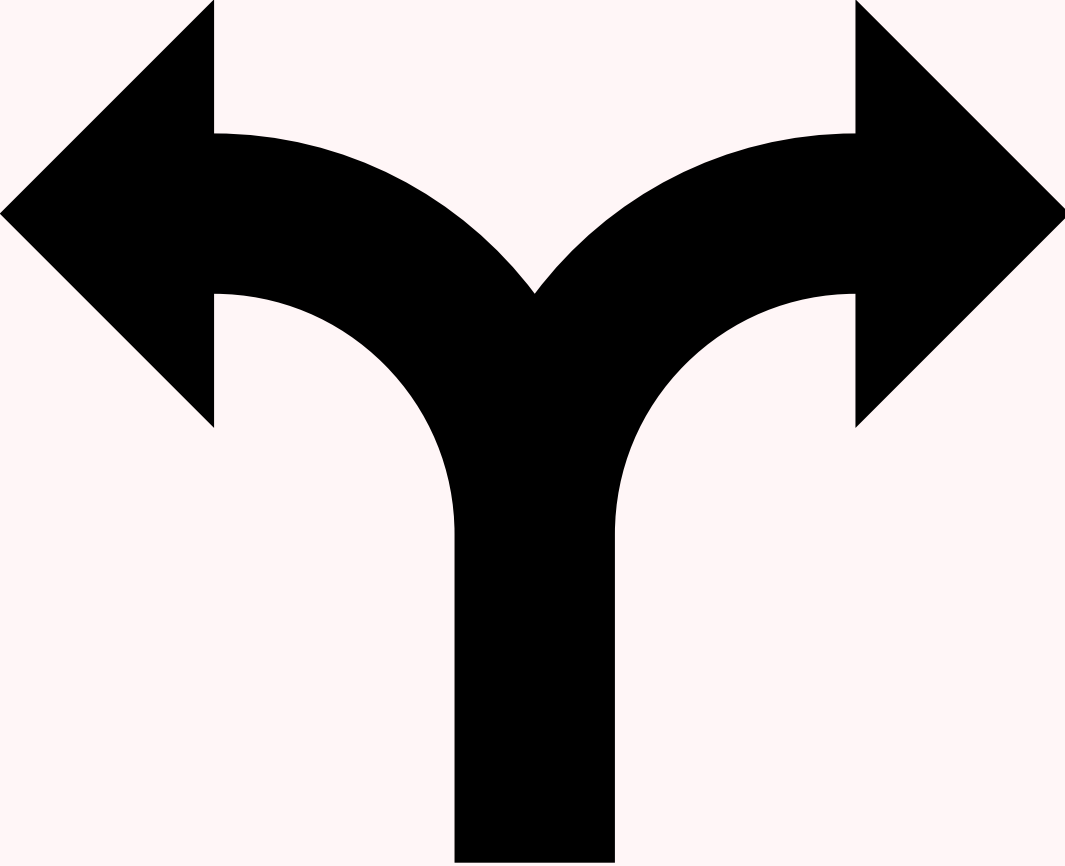
The ability to act

If you want change - You NEED power!

Who currently holds the power?

# Positional Power

- Through a position you hold
- 'Power Over'



# Relational Power

- Through the relationships you have
- 'Power with'

**Relationships can be built by shared interests**



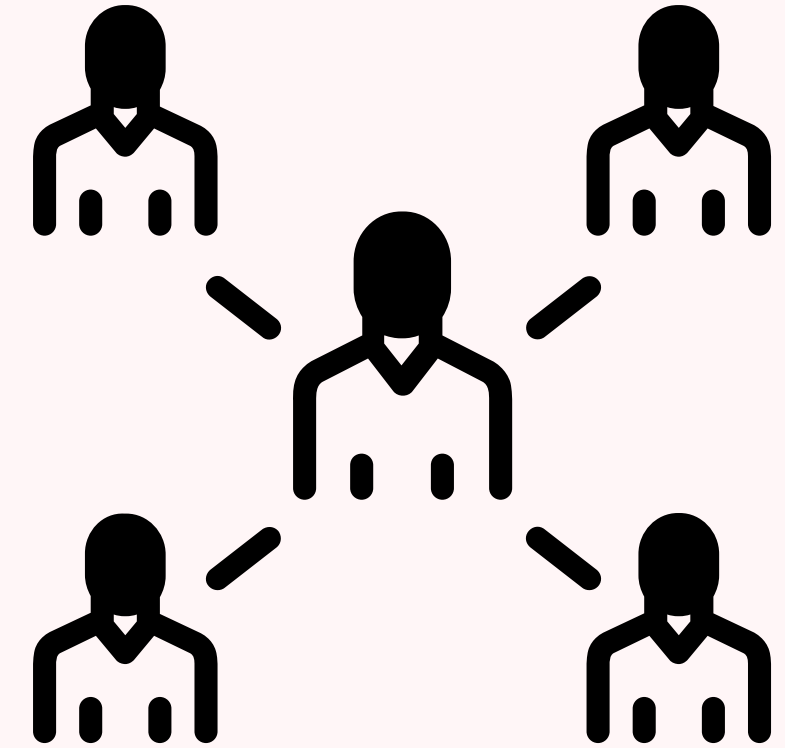
## **Lone Wolf**

Work alone - policy work  
and meetings



## **Mobilisers**

Protests and marches



## **Organisers**

create networks and  
serpate work





# **EXAMPLES OF LEADERS**



# **EXAMPLES OF LEADERS**

**What does a leader need?**





# FOLLOWERS

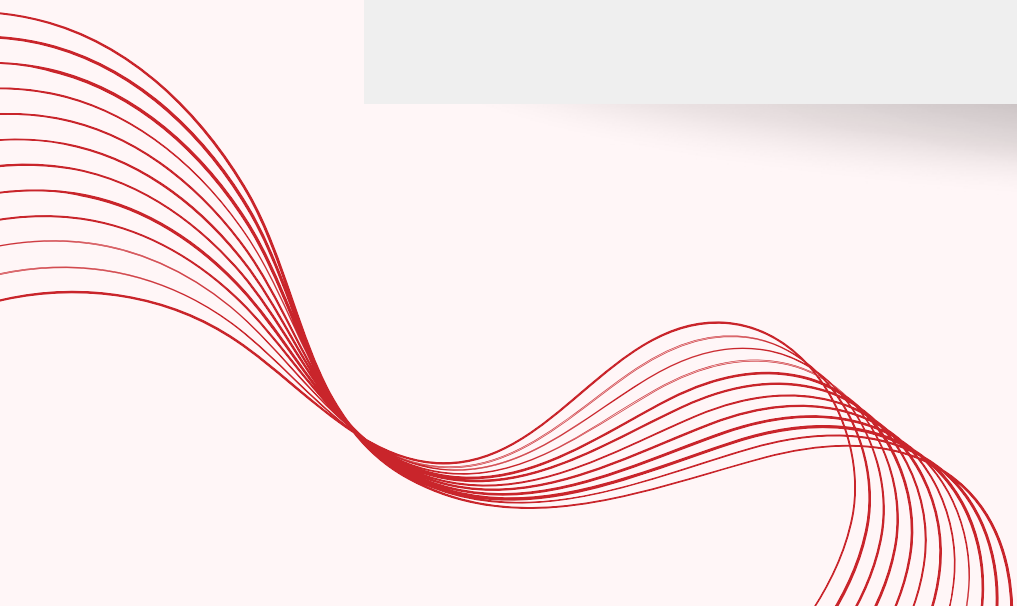




# THE ARGUMENT

If you want change, you need power. Preferably relational power.

Effective leaders can build relational power well – and develop other leaders.

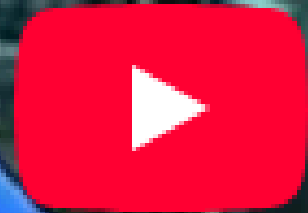





Finding Nemo SWIM DOWN!



Copy link



Watch on  YouTube

“The [relational] leader is how we make the life-changing work happen

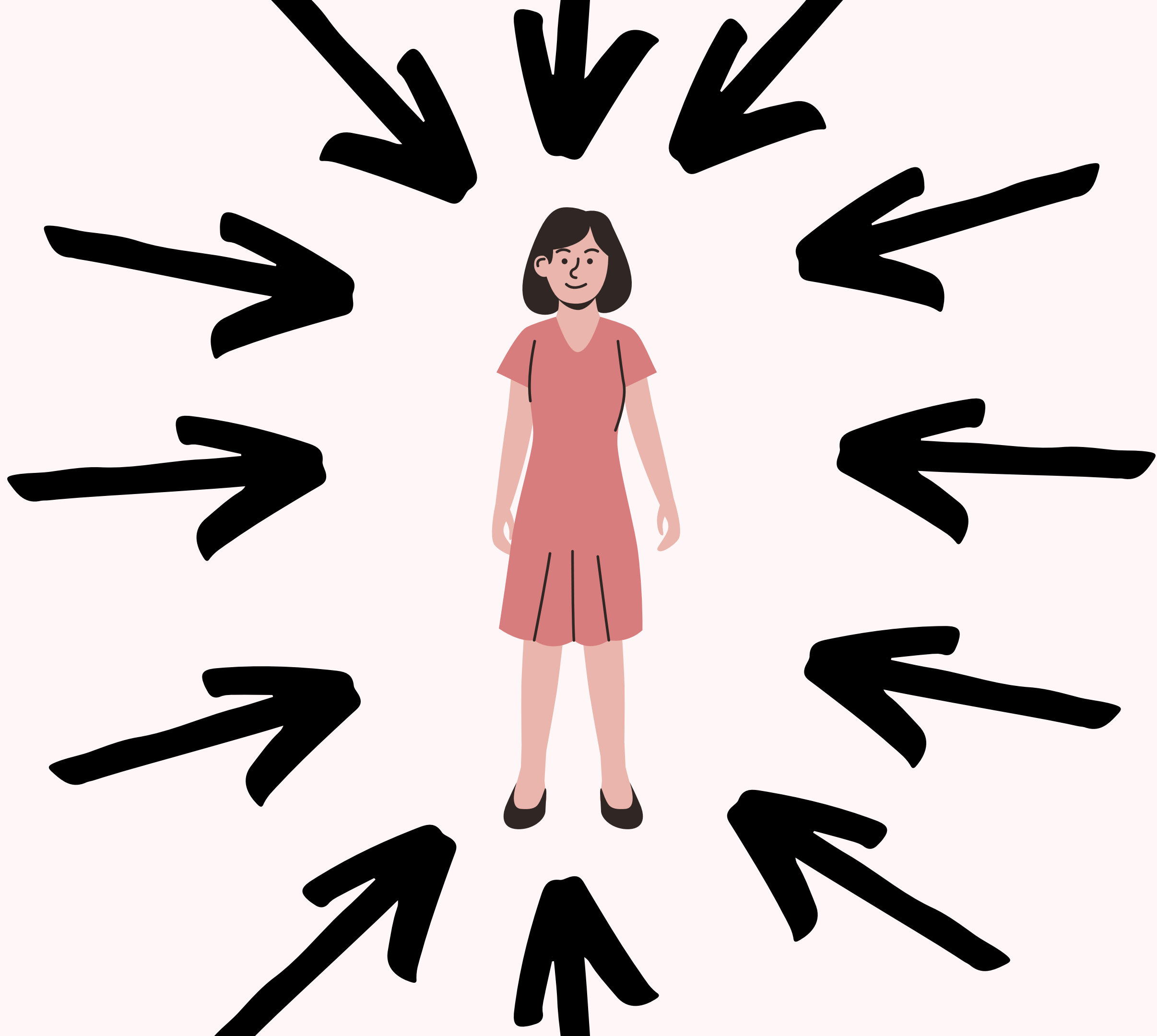
[Relational Leaders] influence their workplace ... because people follow them and listen to them. Without getting them on the side we lose.

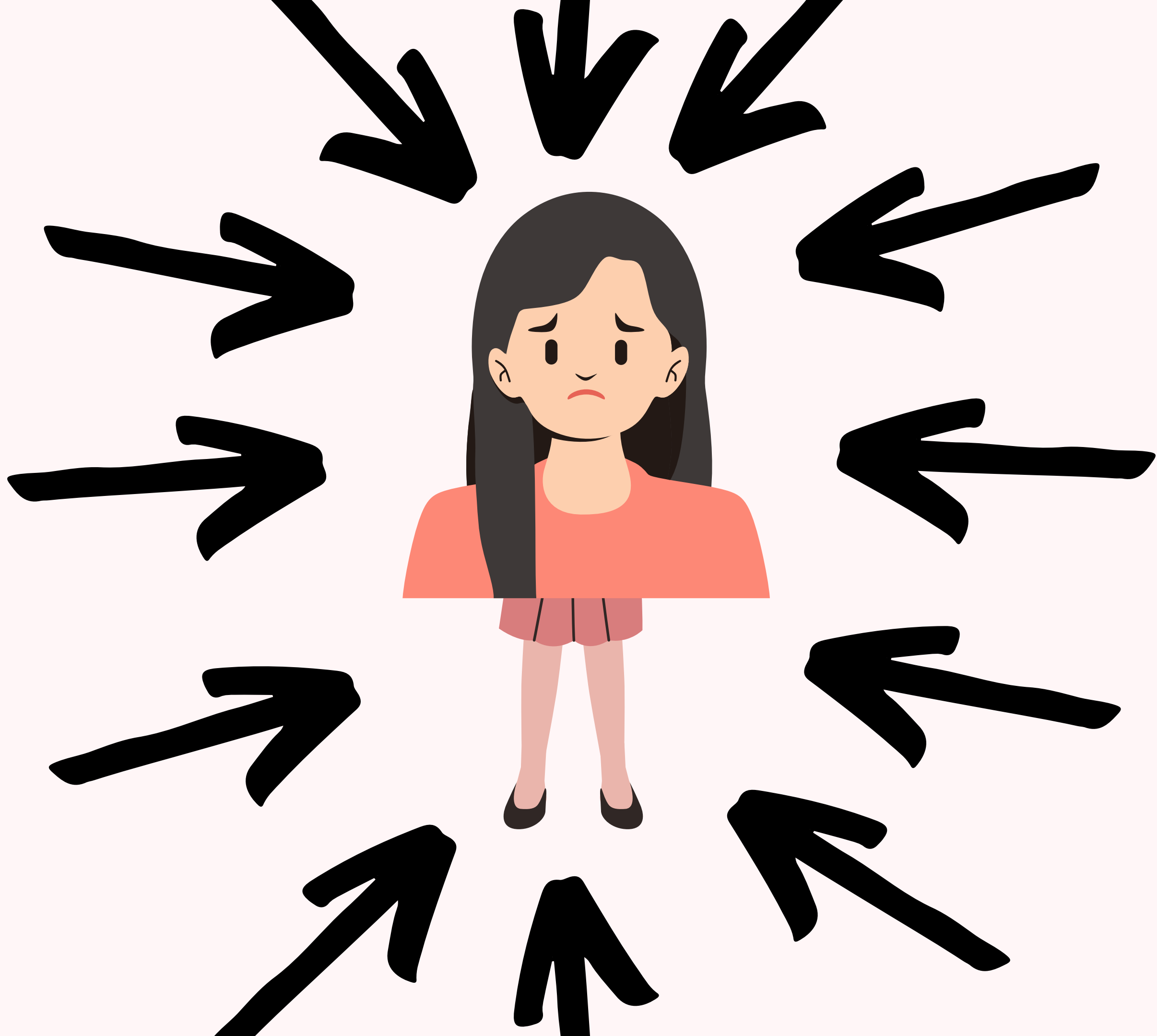
[Relational] Leaders are not your traditional activist... Activists already support the cause but don't necessarily have a following.”

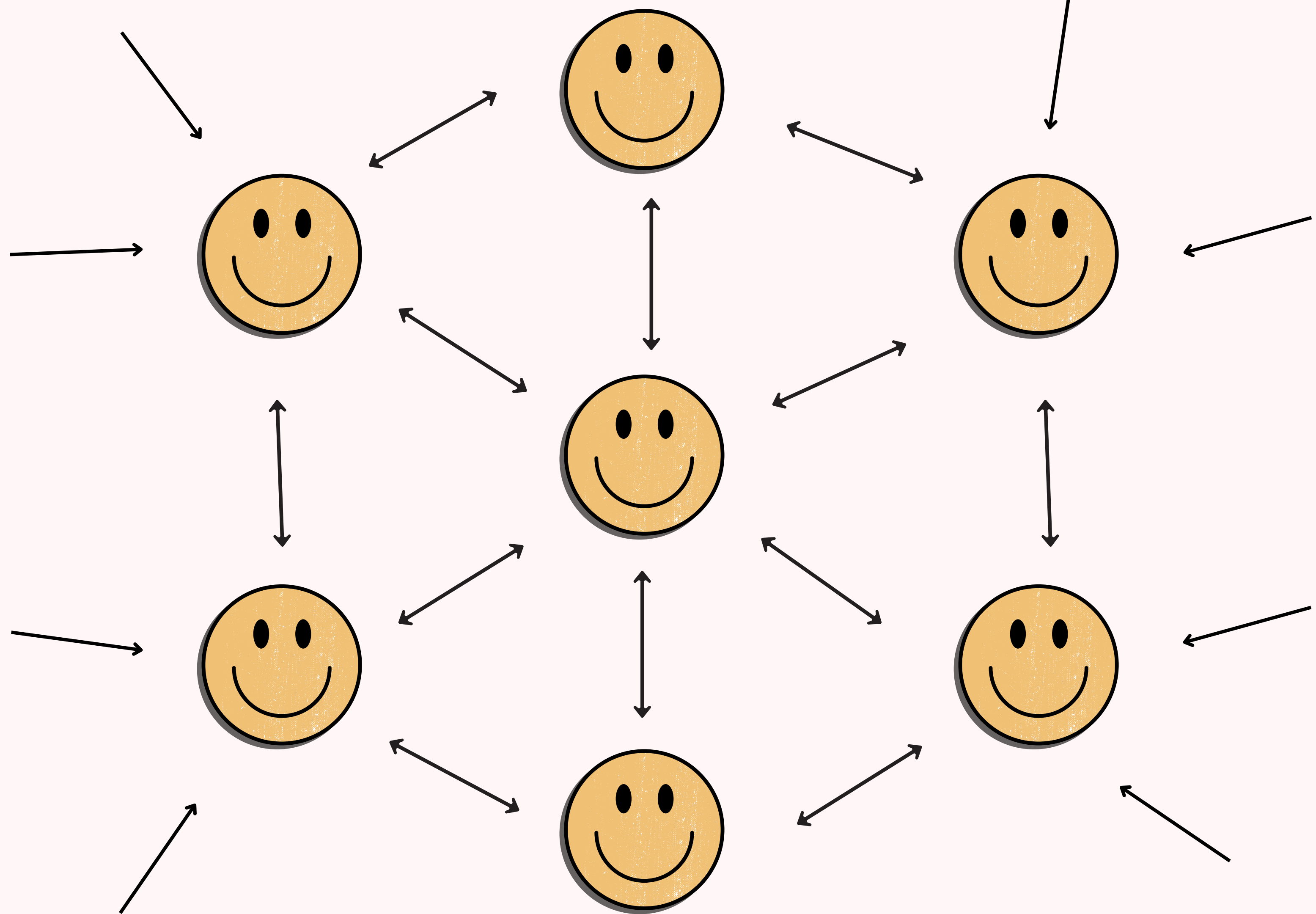


**Jane F. McAlevey, No Shortcuts: Organizing for Power in the New Gilded Age**

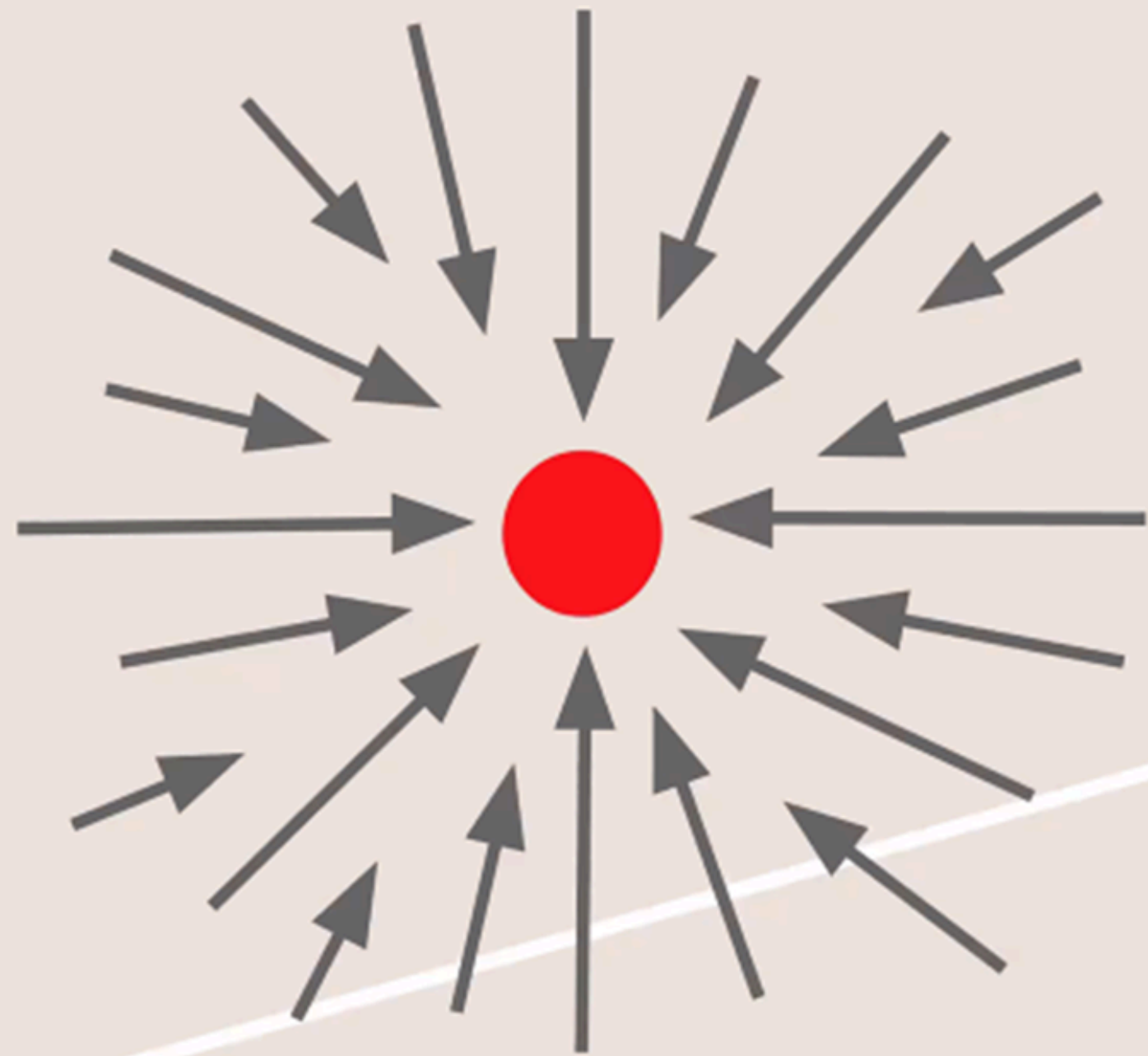




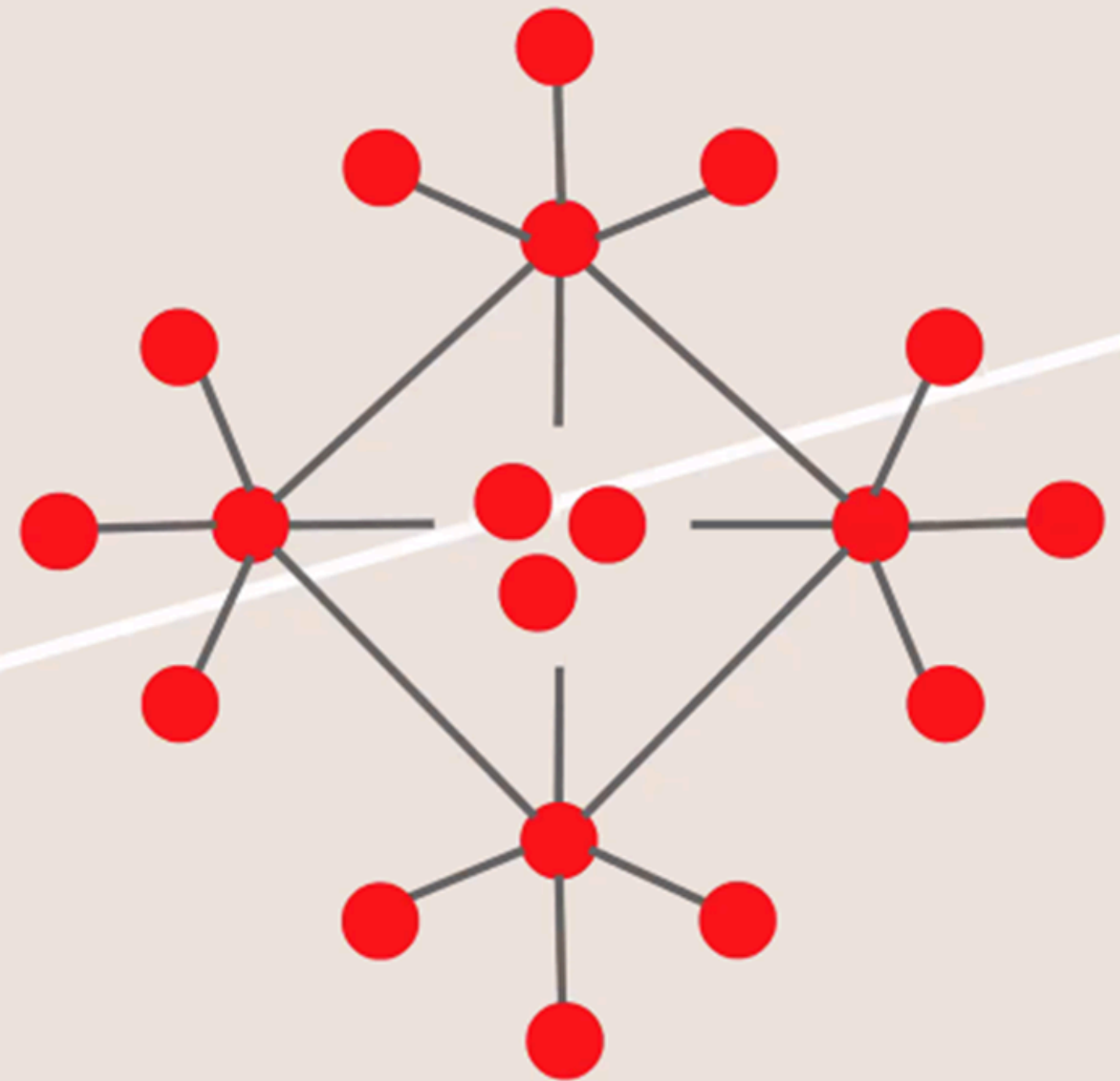




# The dot or the snowflake?

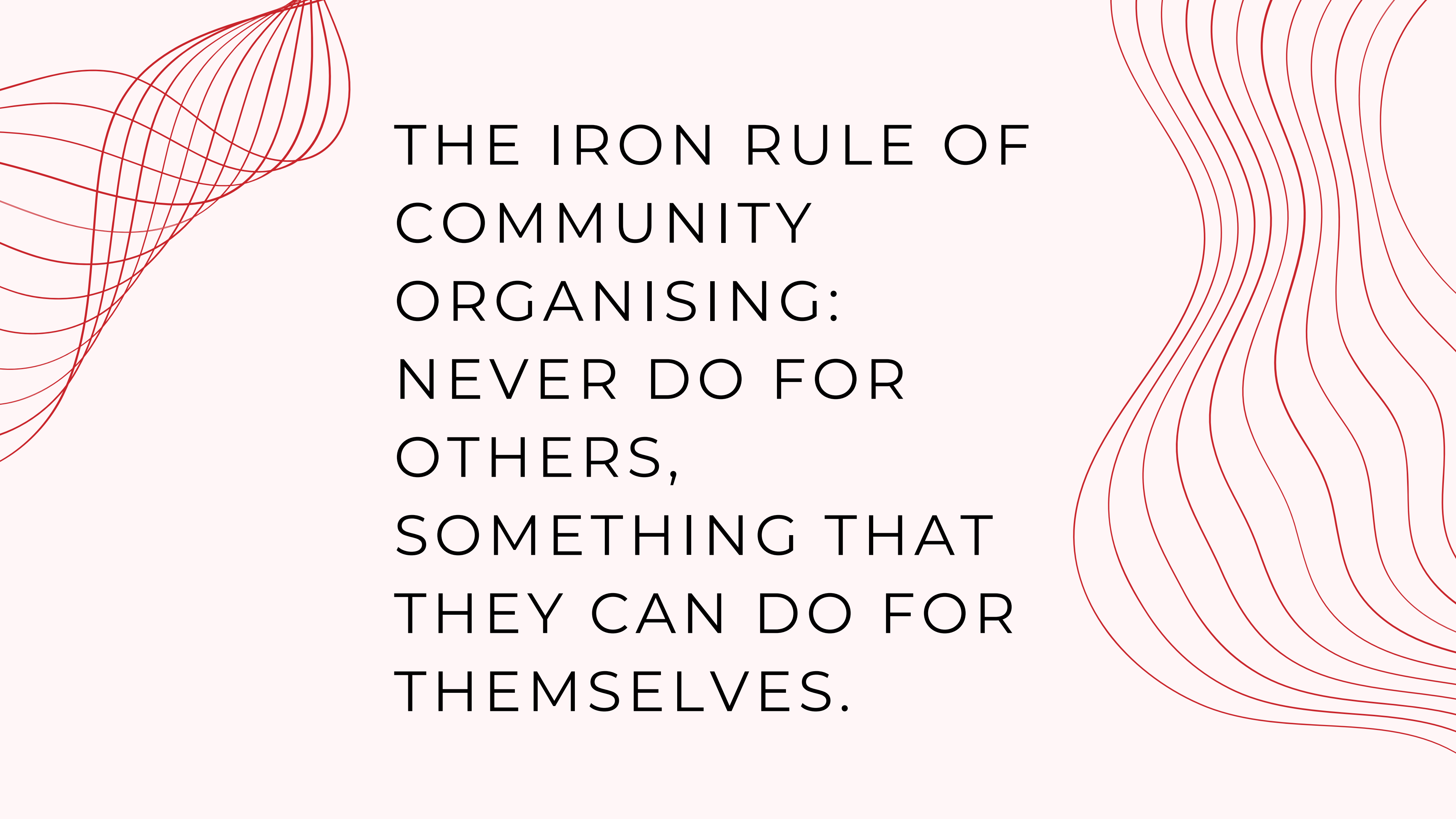


**leader-poor, individual**



**leader-rich, distributed**



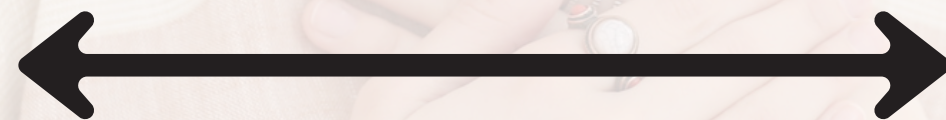


THE IRON RULE OF  
COMMUNITY  
ORGANISING:  
NEVER DO FOR  
OTHERS,  
SOMETHING THAT  
THEY CAN DO FOR  
THEMSELVES.



**How would you feel if I said you  
were driven by self-interest?**

**You should  
never be lead  
by self-interest**



**You should  
always be lead  
by self-interest**



01

---


What is going  
to make  
someone join  
your side?

02

What makes  
them get out of  
bed in the  
morning? What  
drives them?

03

Why would they  
say yes to you?



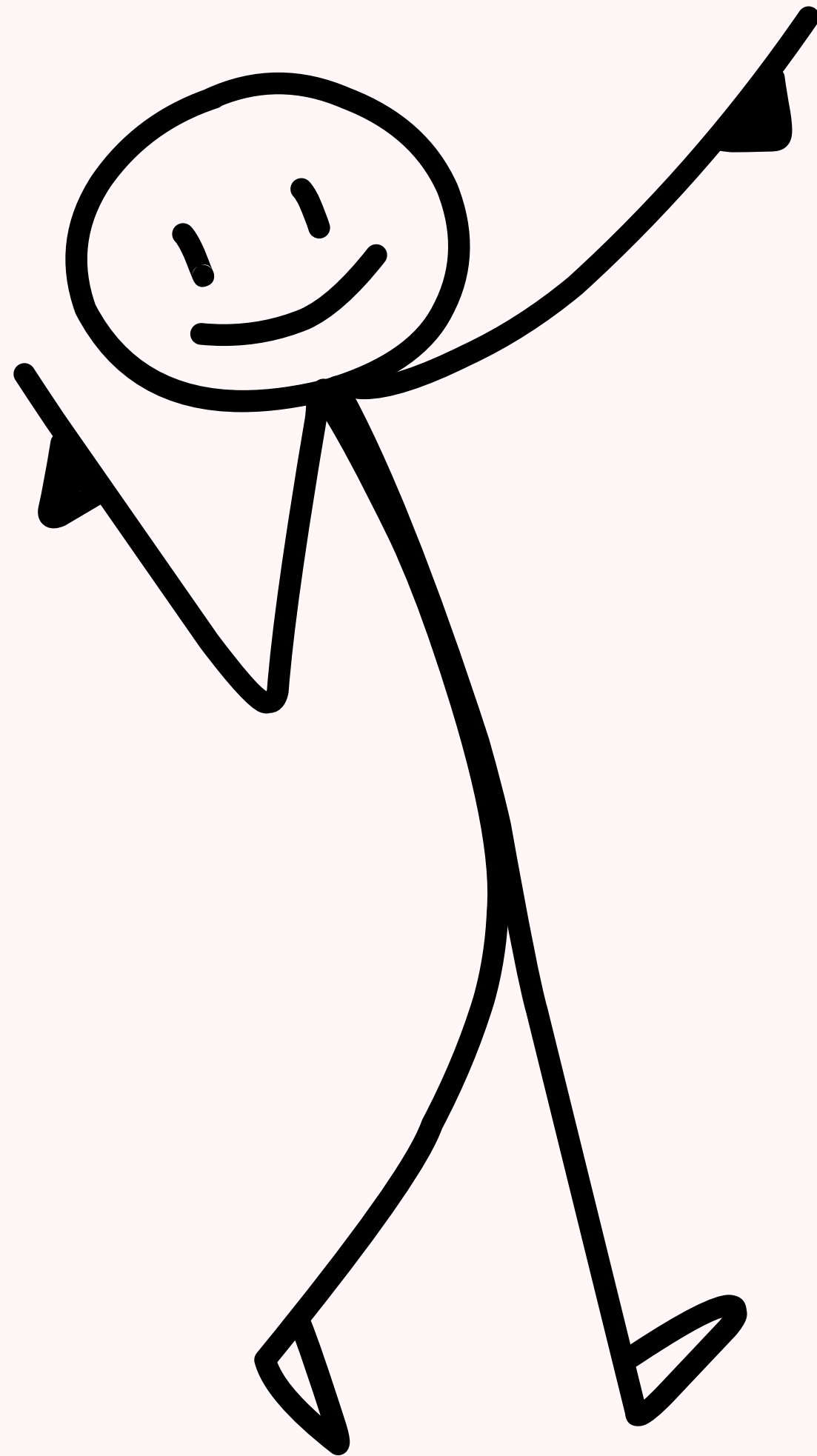


# THE ARGUMENT

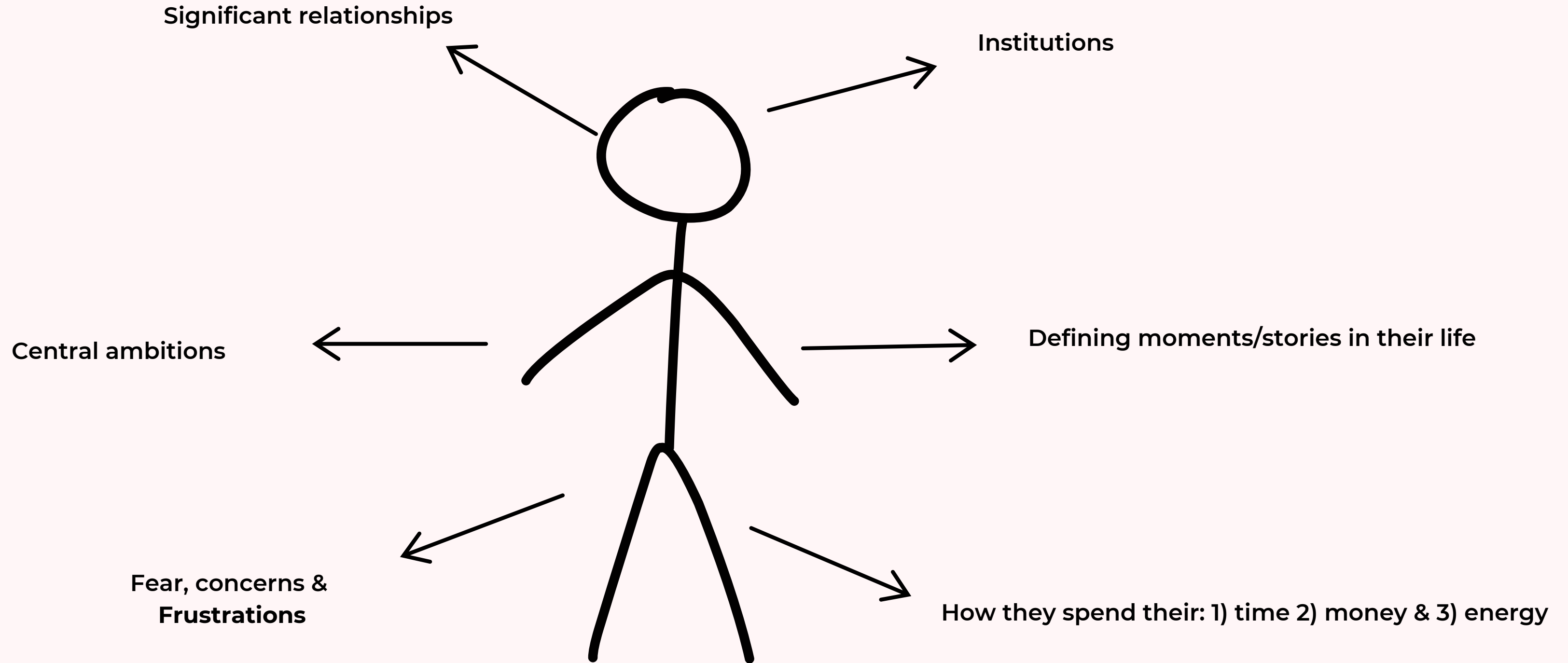
If you want change, you need power. Preferably relational power.

Effective leaders can build relational power well because they understand the self-interest of their community.





# Stick Person

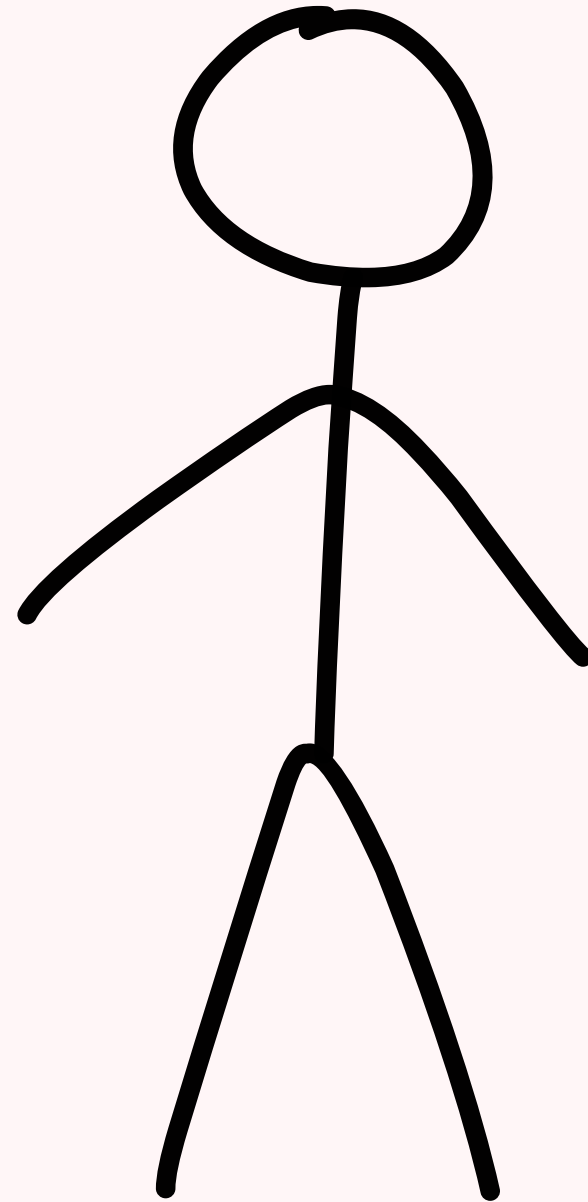




## Significant relationships

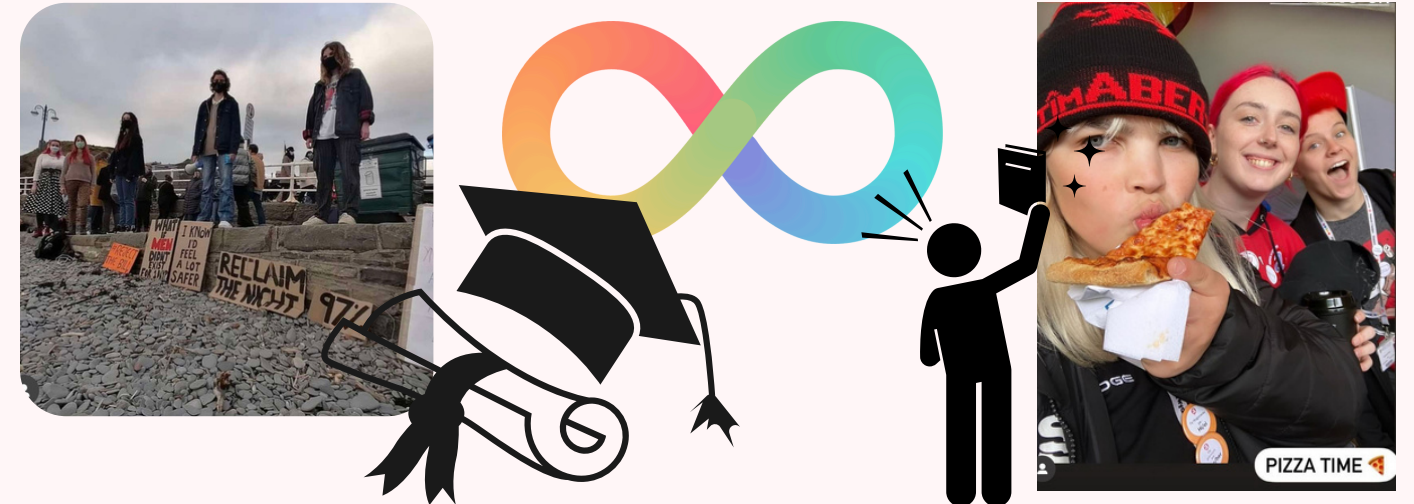


## Who is Ash?



Institutions

## Defining moments/stories in their life



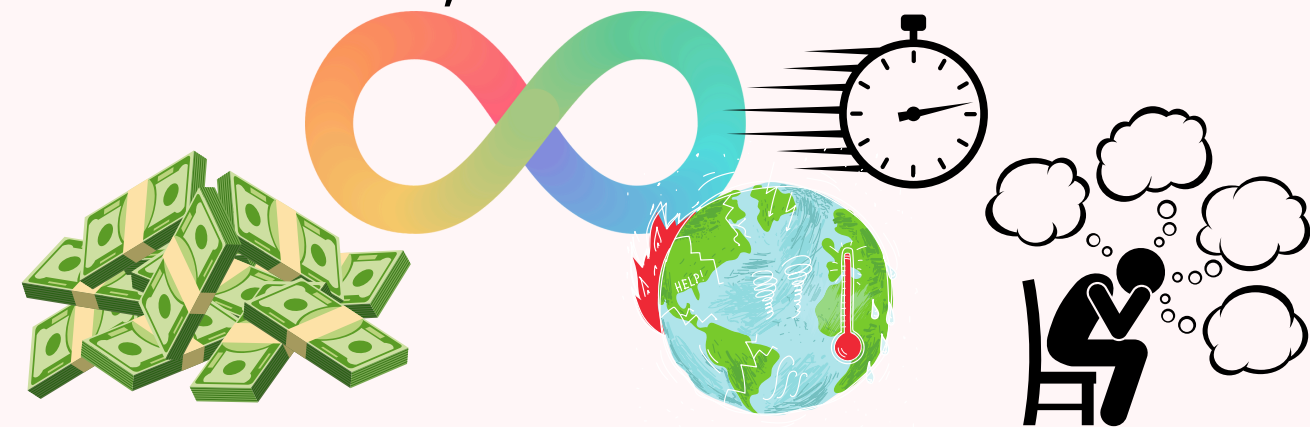
## Central ambitions



## How they spend their: 1) time 2) money & 3) energy

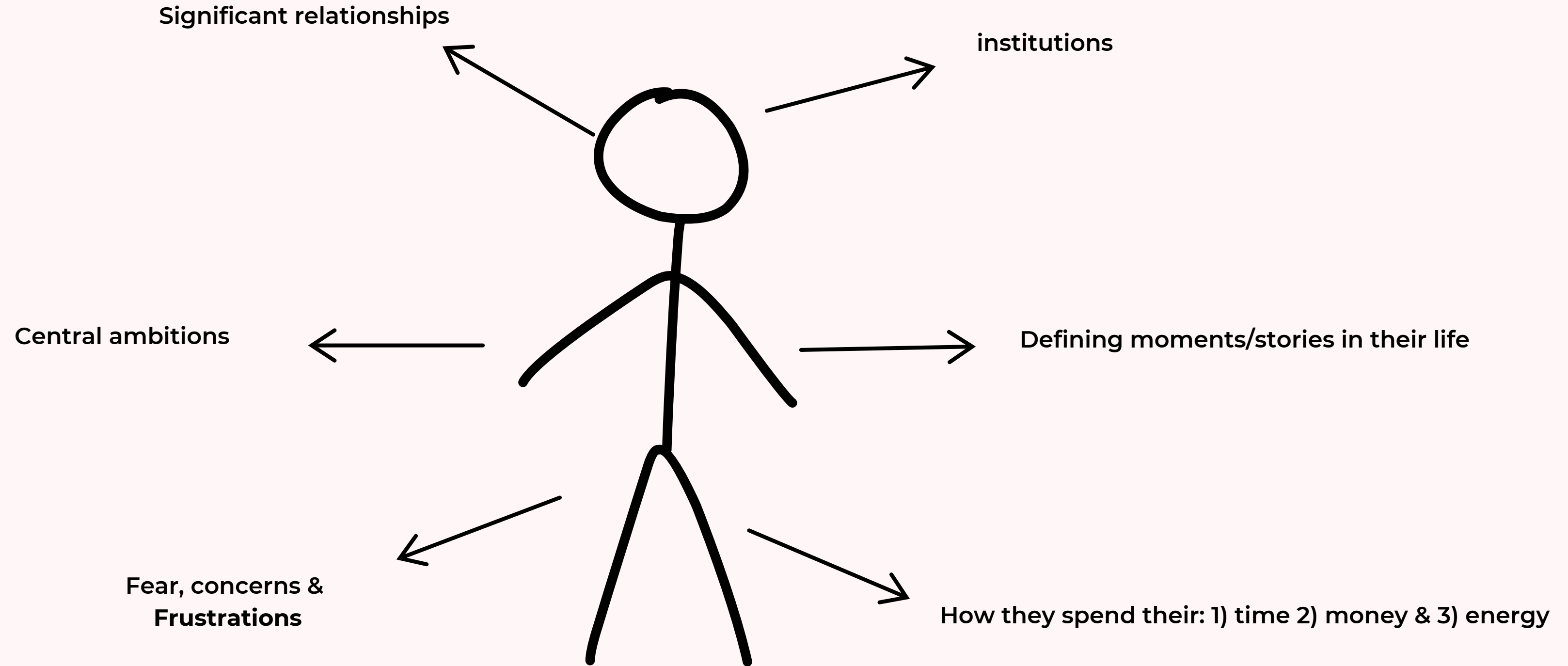


## Fear, Concerns & Frustrations

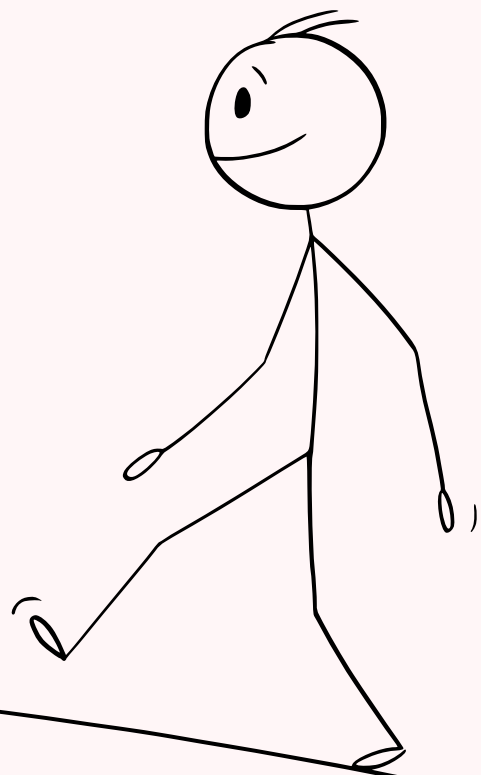




# Stick Person



**How can we use these stick  
people to build power?**





**Getting the other on your side**

**How to work with the other side**



**Limitations/ Hearsay**

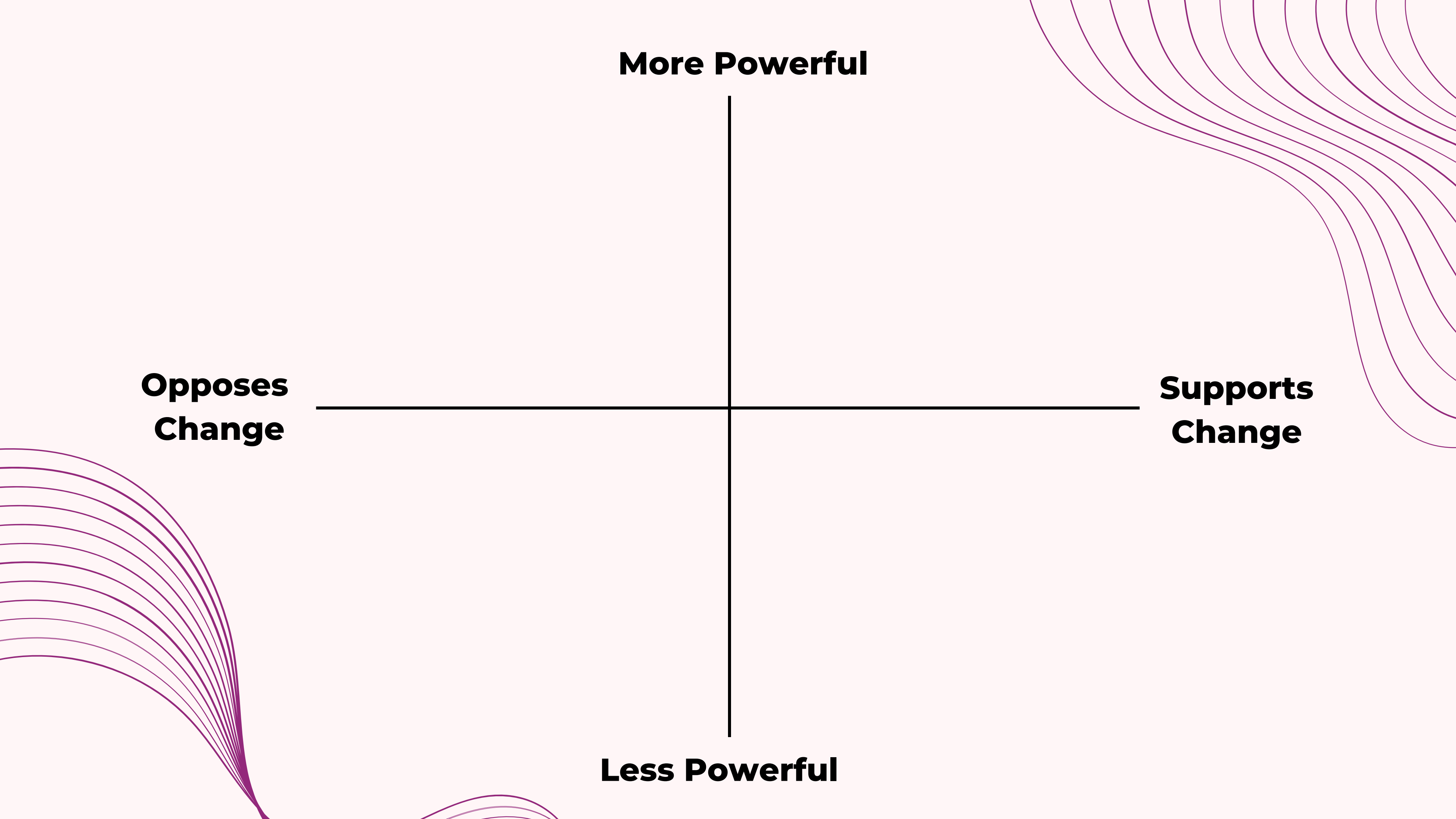


**More Powerful**

**Opposes  
Change**

**Supports  
Change**

**Less Powerful**



!! TIME FOR A !!

• BREAK •

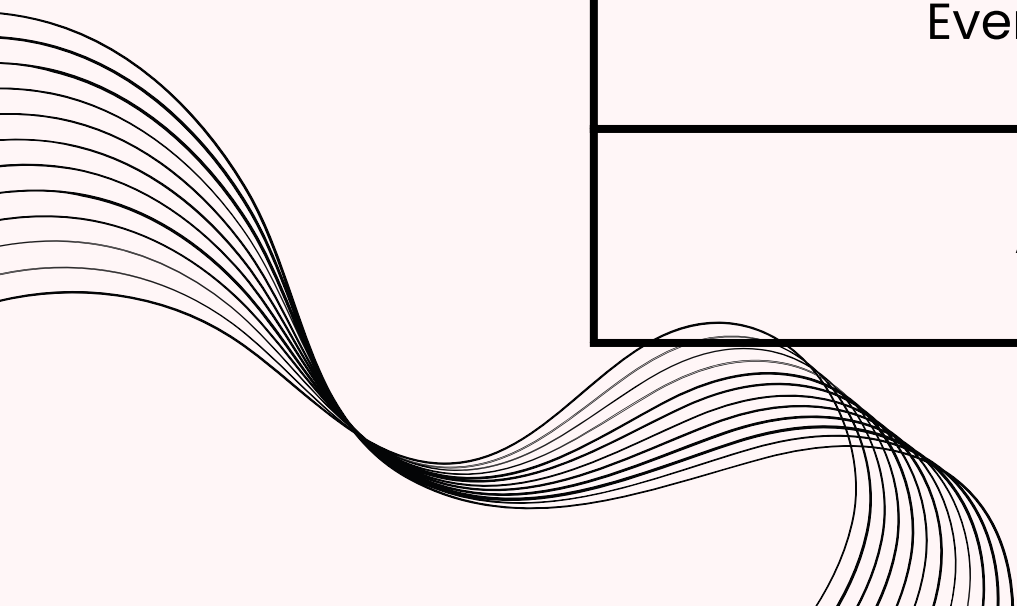




**1-2-1s**



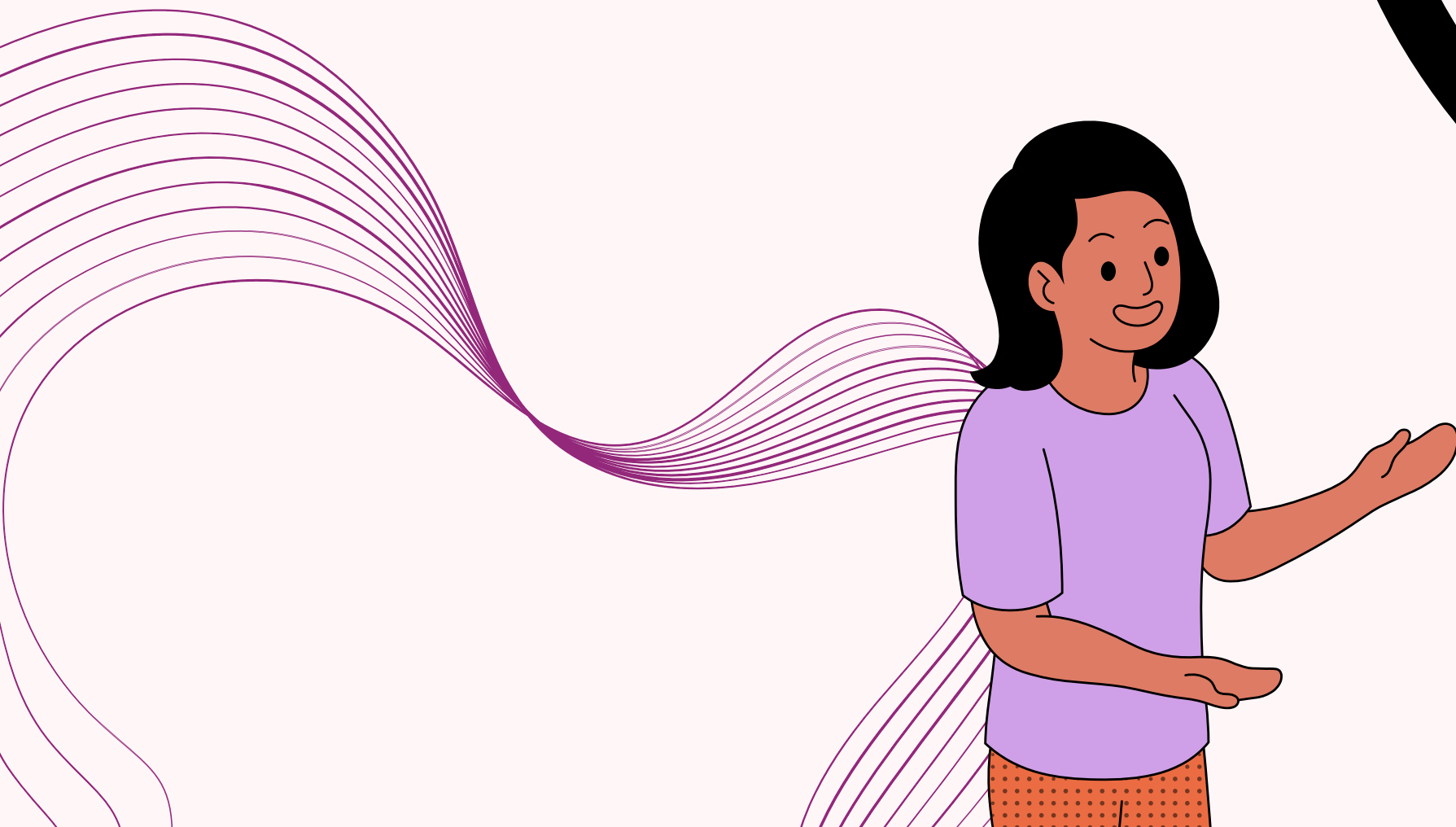
<b>Are</b>	<b>Are not</b>
Face to face conversations	Emails, newsletters, telephone calls, text, social media
Intentional	Casual, chit chat, small talk
Relationship	A task
Telling stories	Selling your organisation
Probing	Prying
Eventually leads to action	About the immediate
A meeting of spirits	Therapy



# How to set up a 1-2-1

- Start with people you know.
- Ask them for suggestions.
- Get them to introduce you / or reach out to them using this...

XXXX has suggested that I speak with you. We're looking to build a team of student leaders across the community at Aber who work together to win some bigger campaigns, and I wanted to explore whether you are interested in being involved. Would you be up for an initial conversation, focusing on unpacking the issues that matter to you and the people you care about - and your broader motivations.





01

02

03

04

**BEGINNING**

Introductions, sharing stories

**MIDDLE**

Focus on each other, and why they do what they do

**END**

Ask them if they have any questions, or anyone else they think you should speak to.

A good relational meeting is 40 minutes.





Stories  
Leaders  
Relationships

**LISTENING FOR...**

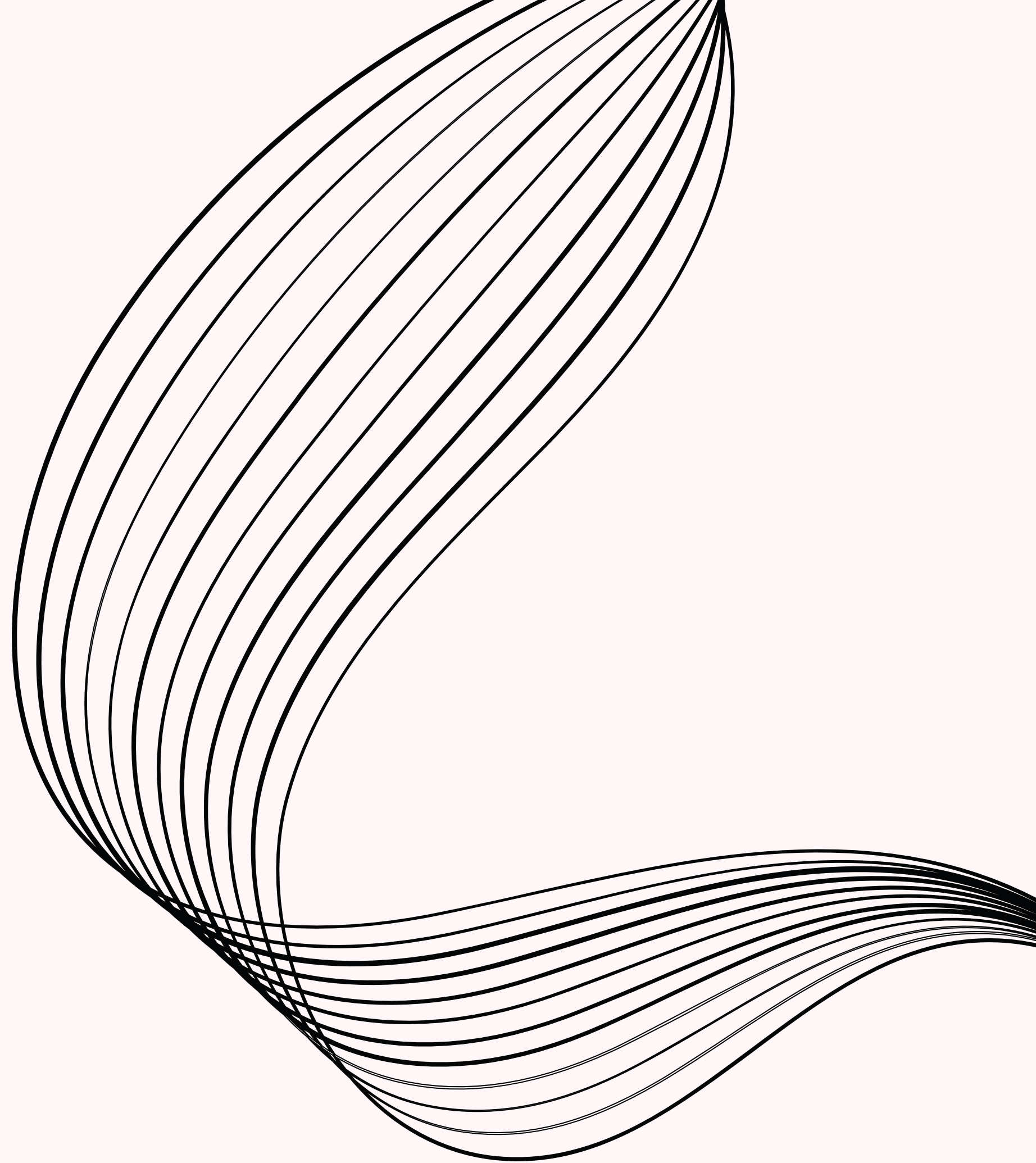


Opinions  
Statistics  
Solutions

**NOT...**

# **WHO MIGHT YOU HAVE 1-2-1'S WITH?**

*How will you find people to have 1-2-1's?*







# House Meetings

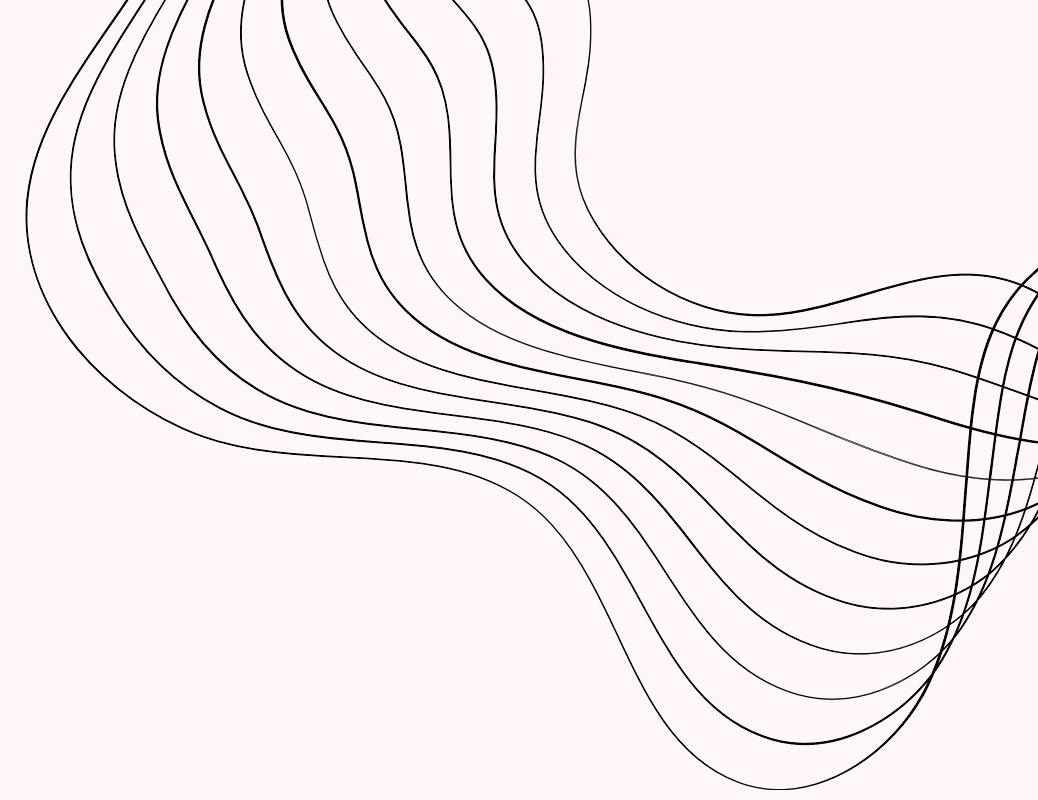


# KEY COMPONENTS

- 01** GUIDED CONVERSATION OF 7-15 PEOPLE
- 02** 30 MIN - 1 HOUR
- 03** BRING PEOPLE TOGETHER

# SEEKING

- 01** SHARED STORIES
- 02** SHARED ISSUES
- 03** TESTING ISSUES THAT CAME UP IN 1-2-1
- 04** SPOT POTENTIAL LEADERS
- 05** BUILD COLLECTIVE RELATIONSHIPS



## Notetaker

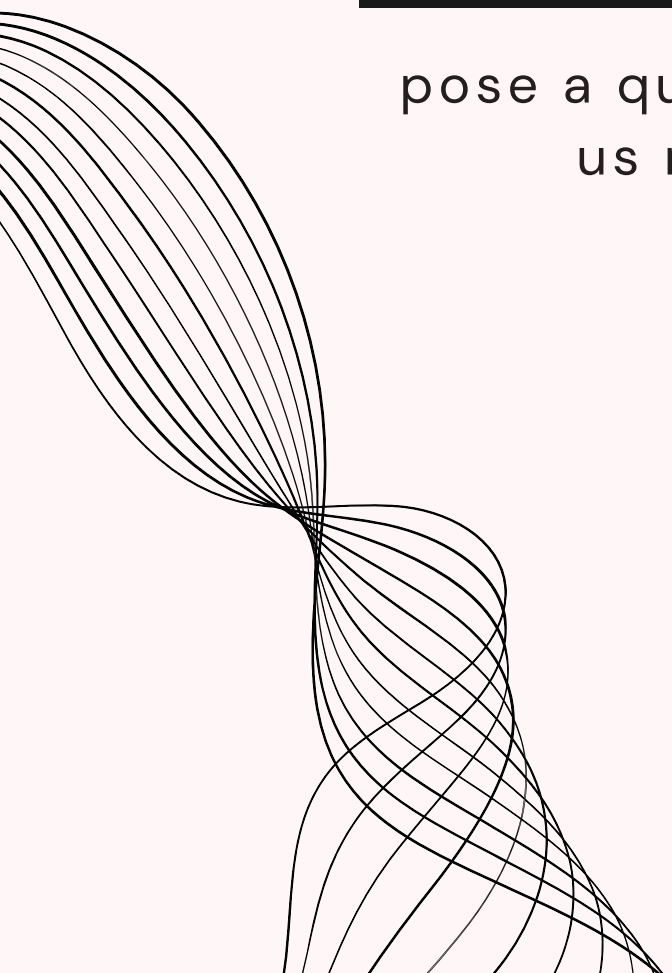
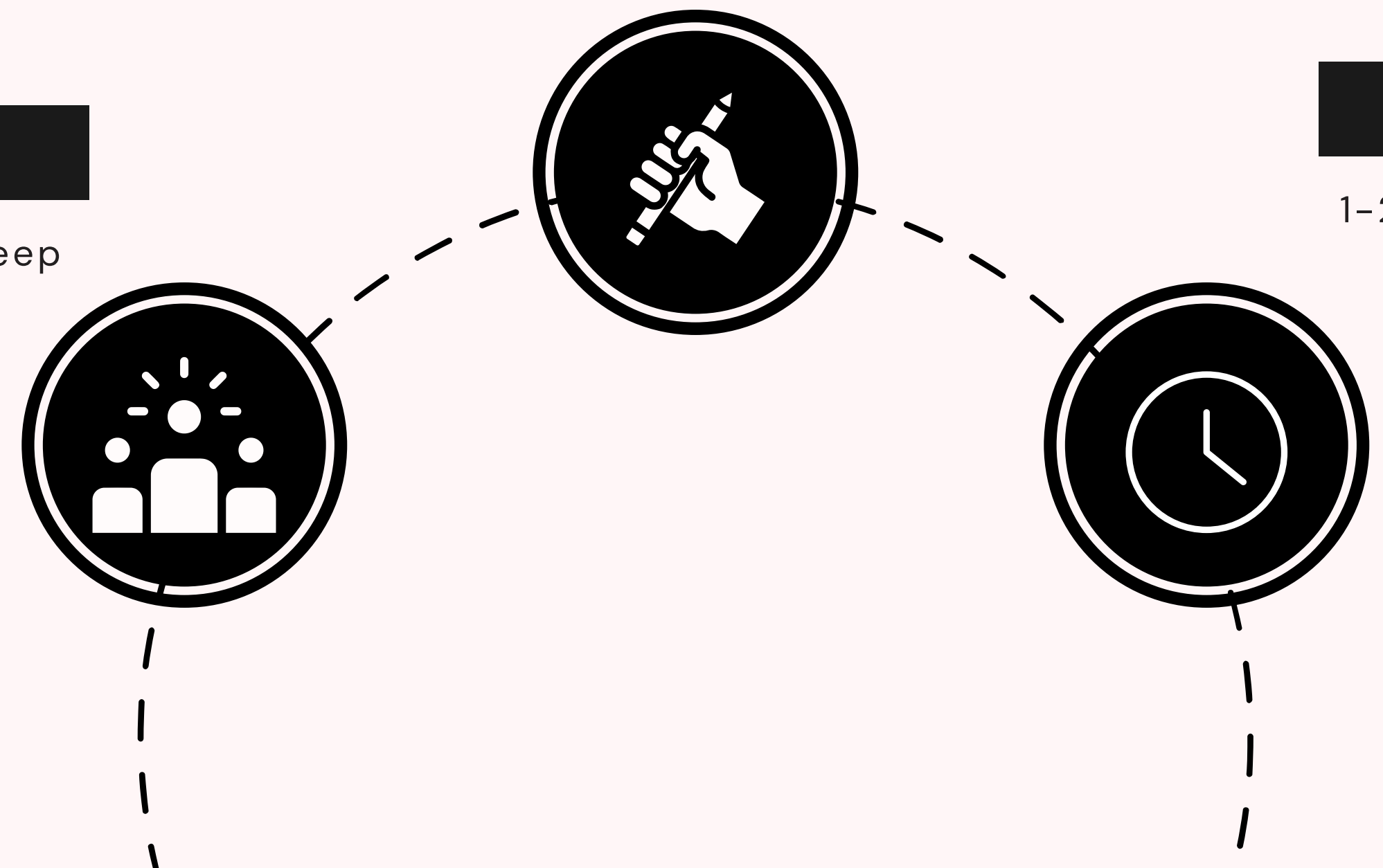
note Responses and commonalities

## Time-Keeper

1-2 min per person. No interruptions

## Chair

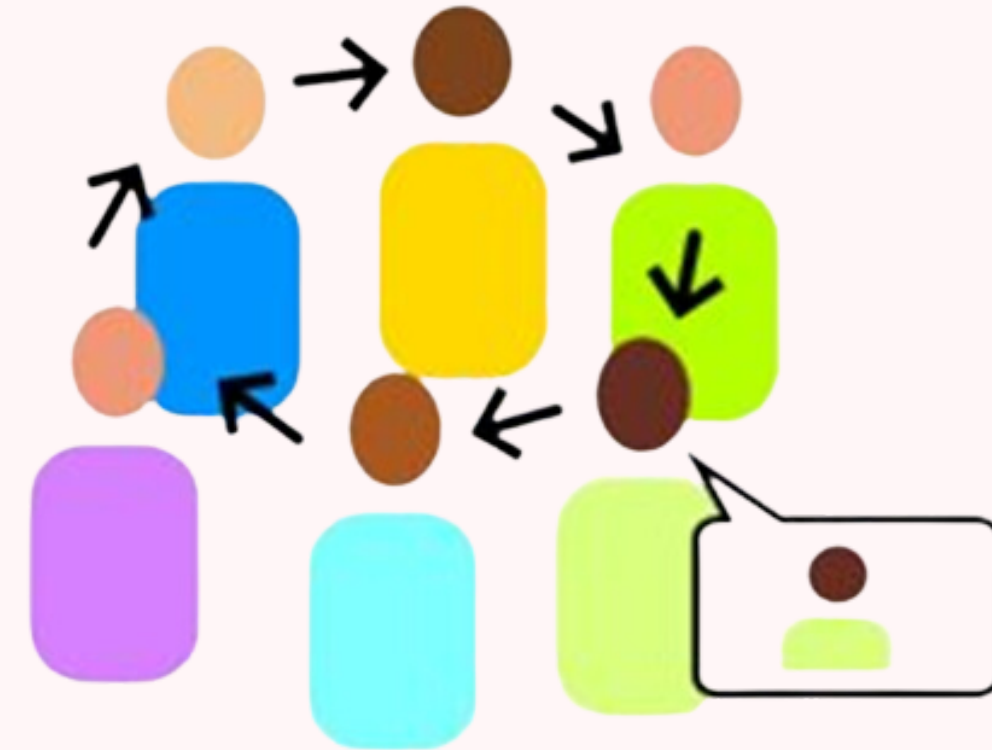
pose a question, keep us moving



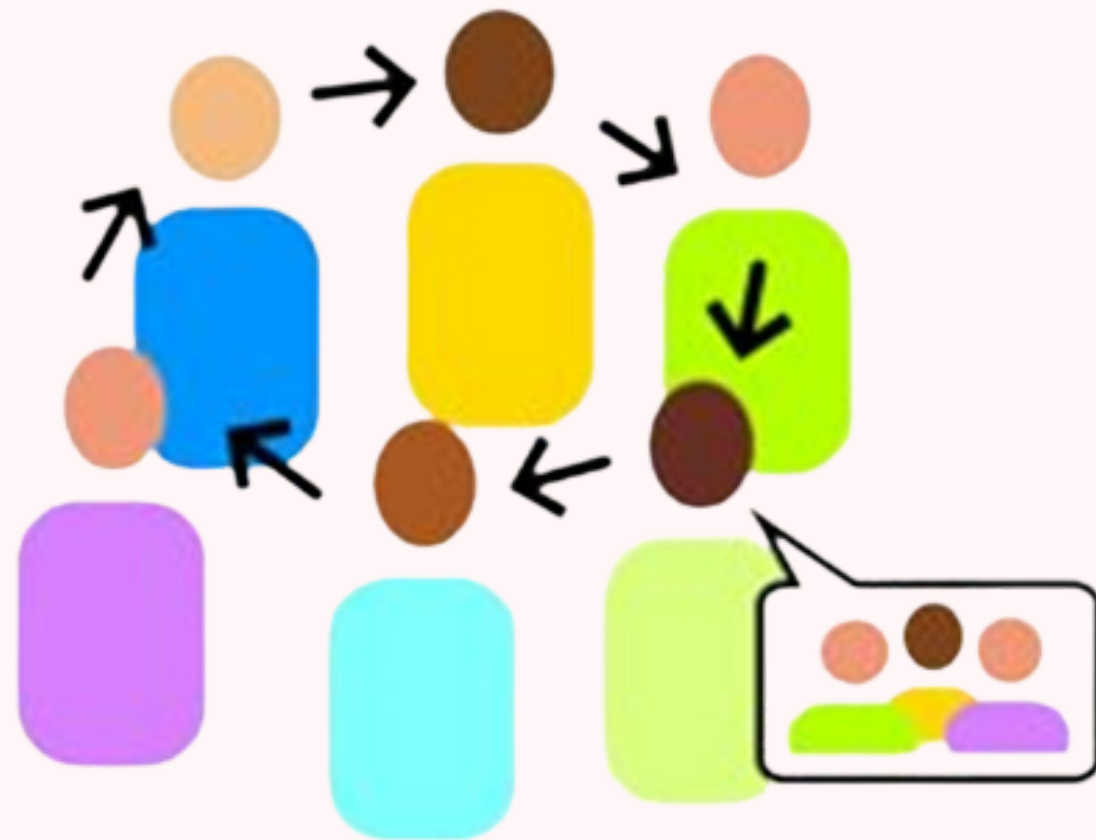




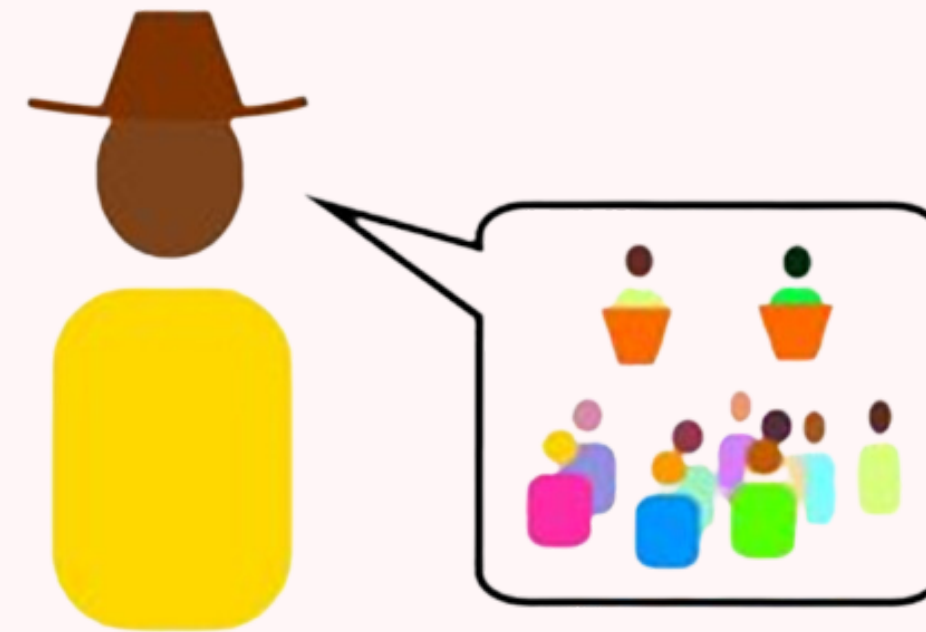
1. Framing and Welcome



2. Rounds



3. Discussion



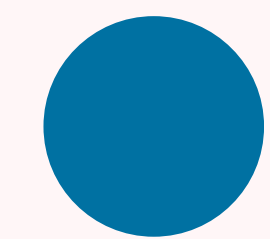
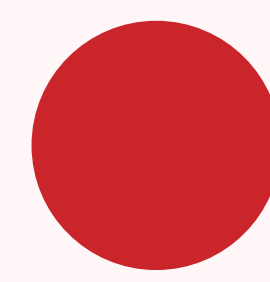
4. Chair Summary and next steps

**Lets Try**



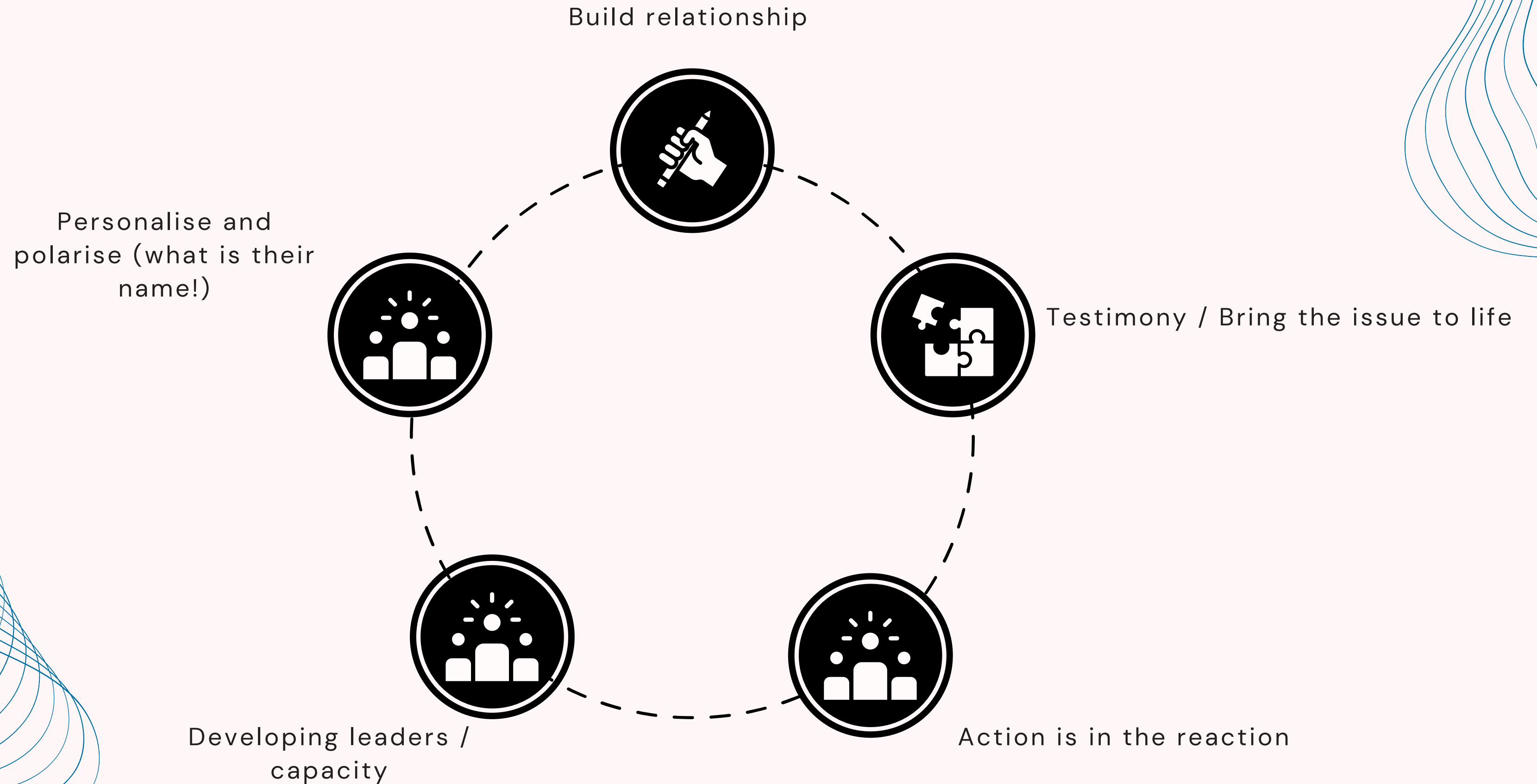


**Action**

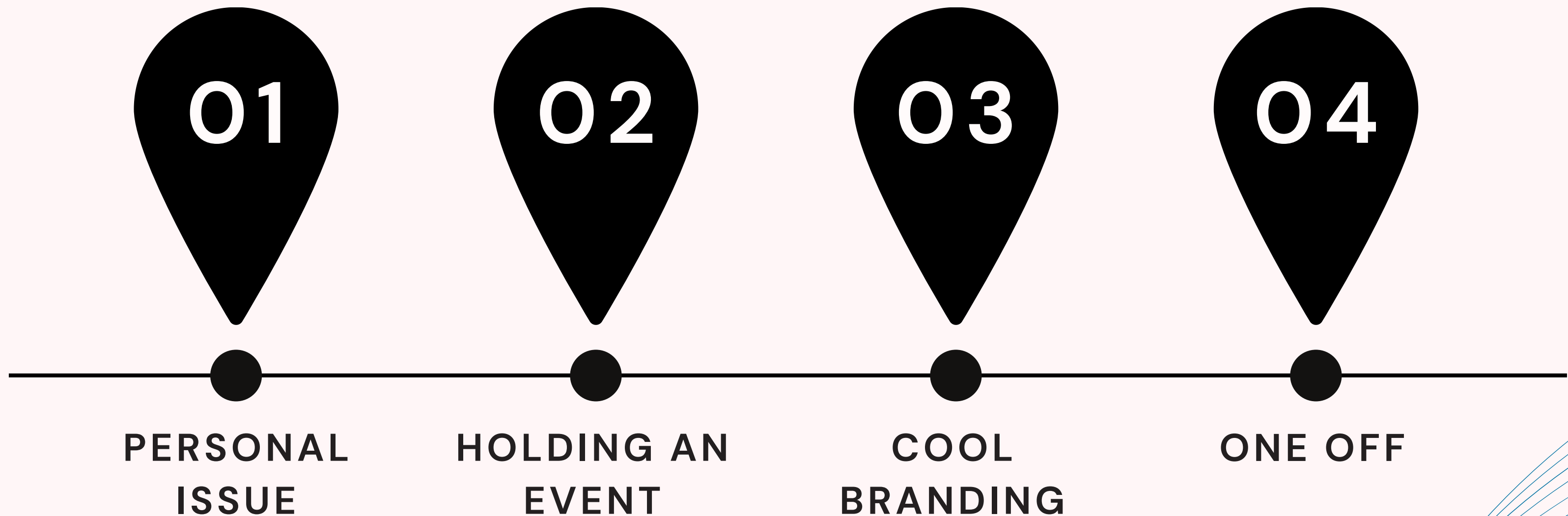




# COMPONENTS OF A GOOD ACTION



# Taking action isn't just ...





**HAVING  
PLANNED  
ACTIONS IS  
IMPORTANT...**



**...AND A CLEAR  
AIM OF  
ACHIEVEMENT**





OPPORTUNITYS TO SPEAK

# Reclaim The Night Aberystwyth

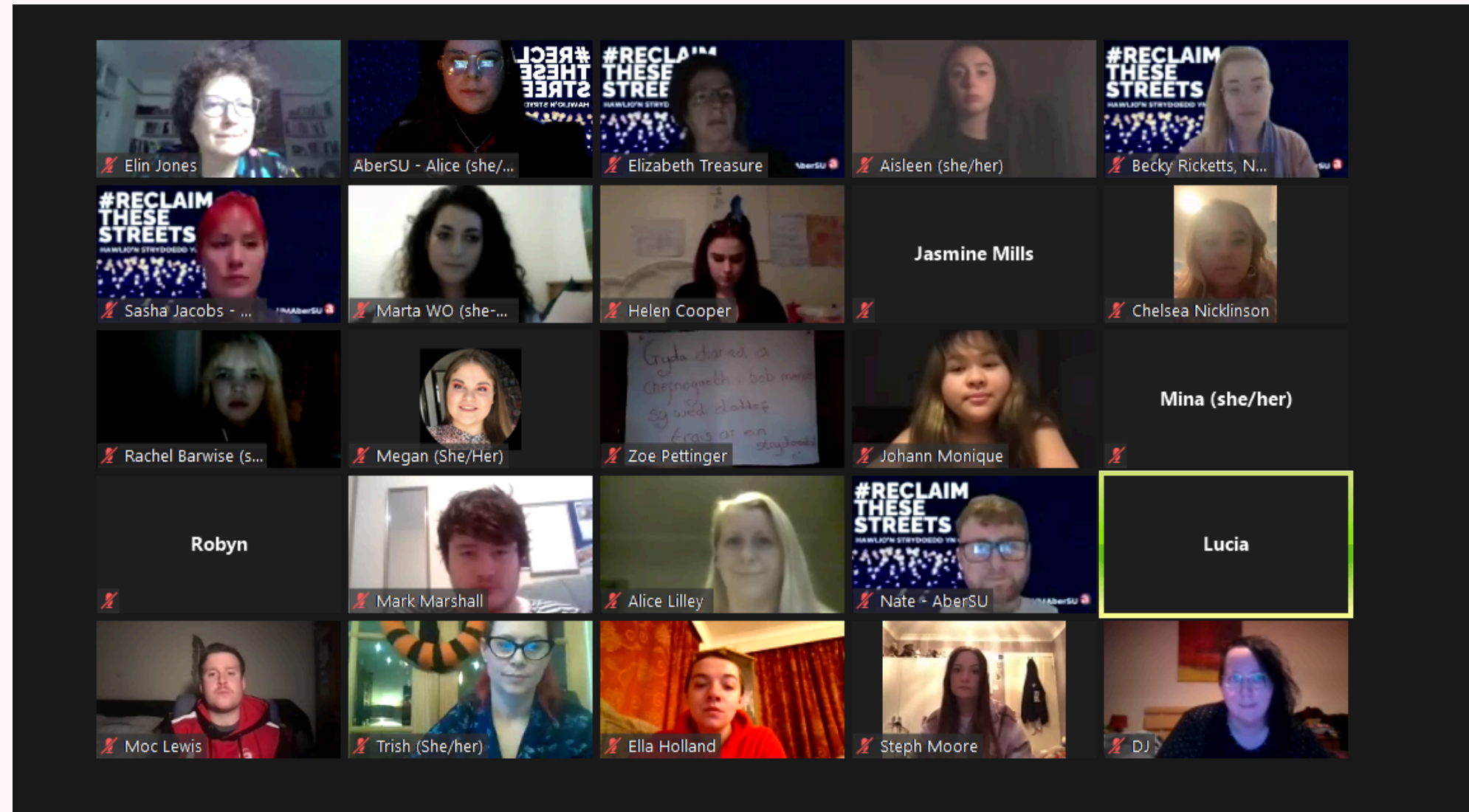
LETS MAKE OUR VOICES HEARD!

*Please only come in your households or support  
bubbles.*

*Sit with no more than 4 people  
keep 2 meters away from each group  
Masks MUST be worn at ALL times.*

**FRIDAY 19TH AT 5:30PM -  
SOUTH BEACH, NEXT TO THE  
HUT**

## 2021 Reclaim the Night March









# Over 100 attend 'Reclaim the Streets' vigil on South Beach

By [Alexandra Bánfi](#) | Reporter |

Friday 19th March 2021 9:21 pm

[@AlexandraBanfi](#) [alexandra@cambridian-news.co.uk](mailto:alexandra@cambridian-news.co.uk)

SHARE   



*Pictured right to left: Poppy Faiers, Helena Eaton, Aisleen Sturrock, Jessica Kleczka, and Libi Pike*

### SUBSCRIBE NEWSLETTER

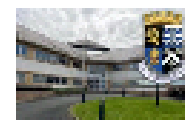
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### MOST POPULAR



Language group issues to Ceredigion council a proposed school closure



Residents face 2% council tax increase if care home closure charges on prom aren't through



Plans unveiled for homes on site of former Penparcau care home

# The Cambrian News

Organisers also spoke to the crowd of over 100 people of their own experiences and issues pertaining to gendered violence and sexual assault, and invited others to do the same.

Aisleen Sturrock, told the crowd: “Women are reclaiming the night, we are reclaiming the night.”

A socially distanced ‘Reclaim the Night’ vigil and protest was held in [Aberystwyth](#) this evening, in response to the death of Sarah Everard.

The Reclaim the Night vigil and protest was held on [South Beach](#) “to honour



W H A T ' S

N E X T ?





**Clear Aim**

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**Personalised**

---

**Promotion**

---

**Relationships**

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**Attendance**

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**News Coverage**

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**Demands**

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**Build on the reaction**

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**Was this a win?**



**OR**



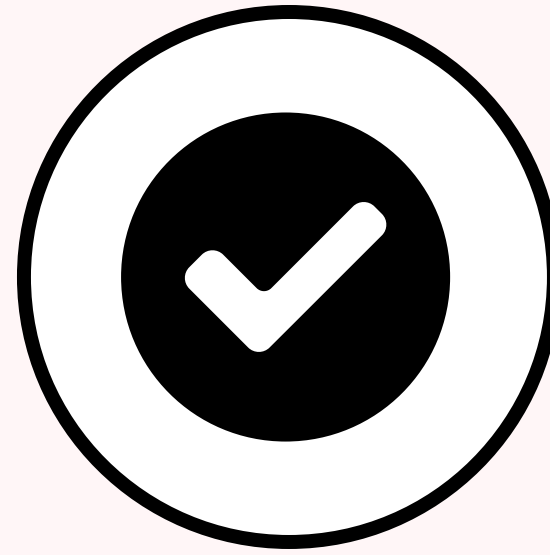
# Project L.U.N.A Next Steps



**Reporting  
form**



**Equity and  
Liberation  
training**



**Fundraising**



**Senned  
Protest**



**Elections**

**What is already happening?**

What could we do next?

# Campaign Tactics



- ✓ Sit-ins
- ✓ Petitions
- ✓ Submit an idea to Senedd
- ✓ Performances
- ✓ Lobbying
- ✓ Protests/marches
- ✓ Photography
- ✓ Murals
- ✓ Personal Stories

- ✓ Films
- ✓ Zines
- ✓ Art
- ✓ Workshops
- ✓ Talking to people
- ✓ Social Media

If you are sharing things online, make sure you have the permission to do so if sharing other peoples images/stories.  
Things you post online should also be based on fact. If not this could be damaging for your campaign and yourself.

Remember to stay in the law and make sure everyone feels safe and is comfortable. If someone on your team does not want to take part in a particular tactic, do not pressure them into it.



# KPIS

**How are you going to know that you have succeeded in your campaign?  
What are some things you could measure?**

How many/types of interactions did you get from a post?

How many people attended an event?

**What could you measure?**

Feedback responses.

How many people have signed a petition?

How many powerful/influential people are you collaborating with?

What is the overall indicator that your campaign has succeeded. Look at your aim and have a think.

# Next Steps

Working in small groups come up with some ideas to share...



**What's the problem you are tackling?**



**What campaign tactics may you use?**



**Who are the decision makers  
- How do you get them to them?**



**How will you measure the win?**



[ais13@aber.ac.uk](mailto:ais13@aber.ac.uk)

[info@projectluna.co.uk](mailto:info@projectluna.co.uk)



# Evaluation

- **How was the environment?**
- **Is it what you expected?**
- **What other trainings would you like to see?**
- **What went well?**
- **What would be better next time?**



**Any other comments you would like to leave please do write them down before you leave.**