

Steps in Community Organizing

1. Gain an understanding of the community

- A. State the issue in specific and positive terms.
- B. Why is this issue important enough so people are willing enough to take action about it?
- C. What data do you have (quantitative and qualitative) to attest to the importance of this issue?
- D. Can something be done to affect it in a reasonable timeframe?

2. Build your capacity to effect change

- A. Who are your stakeholders for this issue?
 - Who cares about this problem?
 - Who are your allies?
 - Who are the “loyal opposition?”
 - Who has the power to give you what you want?
- B. For each stakeholder...
 - What is their level of Involvement?
 - What do they contribute to your efforts?
 - What do they get from being involved in your efforts?
- C. What will be your infrastructure (meeting times and schedule, meeting place, agendas, modes and frequency of communication, contact person, etc.)?
- D. How will you build readiness (e.g. training, information sessions, media advocacy, etc.)

3. Articulate your issue clearly

- A. What is your group's long term goal?
- B. What are your short-term goals (e.g. six months)?
- C. What is the benefit to the community if you succeed?

4. Plan and implement a purposeful action plan

- A. What specific culture needs are there within your community (language, access to technology, literacy level, cultural norms related to the issue)?
- B. What are your organizational strengths and weaknesses and the strategies to address them?
- C. What are your action steps with timelines, task assignments and performance measures?
- D. What training do you need to provide for those involved so they can advocate successfully?

5. Get the word out

- A. What is your plan to communicate with constituents using media of all forms?
- B. How will you thank supporters and helpers often, personally and publicly
- C. What ways will you use to celebrate successes along the way?

6. Evaluate

- A. What were your outcomes?
- B. What worked?
- C. What didn't work?
- D. What did you learn?
- E. Where do you need to build capacity to continue your efforts?

