Building the Movement:

Transforming allies into advocates to build communities in which refugees are welcomed and all people thrive

The Linking Communities (TLC) Project
Columbus OH
December 3, 2013

Introductions

- What does being an “advocate” mean to you?
  - Why do people become advocates?
  - What is empowering about being an advocate?
  - What are the difficulties advocates face?

- What policy changes (national and local) would you and your community like to see?
  - How would you describe the need for these changes to people less familiar with the issues?
  - What are misconceptions about this issue area?
  - What would the impact look like if these were accomplished?

- One year from now, what are your hopes and expectations for building advocates in your community?
- What's been working to help you get there?
- What are the challenges?

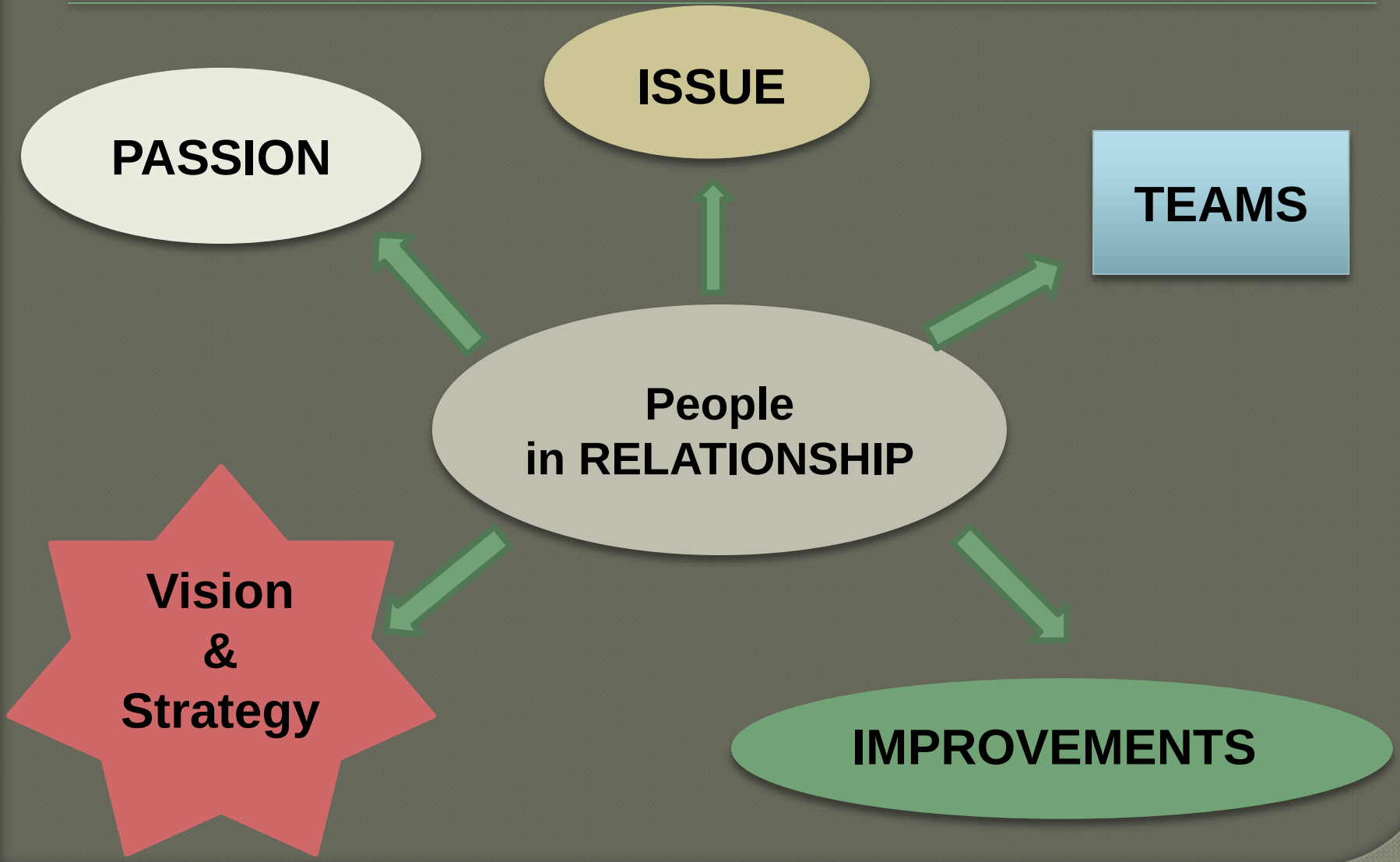
Who are your allies?

- Who are natural partners and allies who can be energized into being advocates?
- You don't need everyone (you do not need difficult people). You just need a good, core team of people who are energized.
- Diversity is a plus for any team
- How can advocacy build leaders?

Core Principles of Organizing

- What are we changing?
  - How does our work for immigrant justice win or create concrete improvements in people's lives?
- What are we building?
  - How are we creating and sustaining teams of people who can take action together for change?

What does Organizing look like?



The Wrong Way To Recruit

1 on 1 Relationships & Teams

Create a Strategy

Strategy is your overall plan for how to organize people to build enough power to win the issue you have chosen

- Goals and Decision Makers
- Organizational considerations
  - -Current capacity
  - -What do you want to build?
- Constituents/ Allies
  - -Who to recruit?
- Creative Tactics

MIDWEST ACADEMY STRATEGY CHART

GOALS	ORGANIZA-TIONAL CONSIDERATIONS	CONSTITUENTS & ALLIES	DECISION-MAKER	TACTICS
LONG TERM *INTER-MEDIATE* *SHORT TERM*	*WHAT RESOURCES WE HAVE* *HOW WE WANT TO BUILD OUR ORGANIZATION/ WHAT WE NEED* *POTENTIAL INTERNAL PROBLEMS IN THE WAY?*	*MEMBERS* *POTENTIAL MEMBERS* *ALLIES* _____ *OPPONENTS?*	*PRIMARY DECISION-MAKER (THE PERSON WHO HAS THE POWER TO DECIDE ON THE GOALS)*	*WHAT THE PEOPLE DO TO INFLUENCE THE DECISION MAKER TO MOVE HIM/HER TO SAY YES TO THE GOALS*

(C) Midwest Academy

Action Plan

- Local Vision
- 1 on 1 Conversations
- Team Building
- Create tangible goals
- Coordinate around local, national legislative actions, events
- Plan for follow up & continued relationship building with decision makers
  - opportunities to solidify champions
  - opportunities to educate potential champions