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?

- PASSION
- ISSUE
- TEAMS
- People in RELATIONSHIP
- Vision & Strategy
- IMPROVEMENTS
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

<table>
<thead>
<tr>
<th>GOALS</th>
<th>ORGANIZATIONAL CONSIDERATIONS</th>
<th>CONSTITUENTS &amp; ALLIES</th>
<th>DECISION-MAKER</th>
<th>TACTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LONG TERM</strong></td>
<td><strong>WHAT RESOURCES WE HAVE</strong></td>
<td><strong>MEMBERS</strong></td>
<td><strong>PRIMARY DECISION-MAKER</strong> (THE PERSON WHO HAS THE POWER TO DECIDE ON THE GOALS)</td>
<td><strong>WHAT THE PEOPLE DO TO INFLUENCE THE DECISION MAKER TO MOVE HIM/HER TO SAY YES TO THE GOALS</strong></td>
</tr>
<tr>
<td><strong>INTER-MEDiate</strong></td>
<td><strong>HOW WE WANT TO BUILD OUR ORGANIZATION/WHAT WE NEED</strong></td>
<td><strong>POTENTIAL MEMBERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SHORT TERM</strong></td>
<td><strong>POTENTIAL INTERNAL PROBLEMS IN THE WAY?</strong></td>
<td><strong>ALLIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>OPPONENTS?</strong></td>
<td></td>
</tr>
</tbody>
</table>
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