Building the Movement:

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

The Linking Communities (TLC) Project
Harrisburg, PA
December 16, 2013
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?
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?
1 on 1 Relationships & Teams
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?
• 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?
The Wrong Way To Recruit
What does Organizing look like?

- Passion
- Issue
- People in Relationship
- Teams
- Vision & Strategy
- Improvements
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>WHAT RESOURCES WE HAVE</td>
<td>MEMBERS</td>
<td>PRIMARY DECISION-MAKER (THE PERSON WHO HAS THE POWER TO DECIDE ON THE GOALS)</td>
<td>WHAT THE PEOPLE DO TO INFLUENCE THE DECISION MAKER TO MOVE HIM/HER TO SAY YES TO THE GOALS</td>
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<tr>
<td>INTERMEDIATE</td>
<td>HOW WE WANT TO BUILD OUR ORGANIZATION/ WHAT WE NEED</td>
<td>POTENTIAL MEMBERS</td>
<td></td>
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<tr>
<td>SHORT TERM</td>
<td>POTENTIAL INTERNAL PROBLEMS IN THE WAY?</td>
<td>ALLIES</td>
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<td>OPPOSITIONS?</td>
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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