What is Community Organising?

Organising for Change

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"Organising for Change is a collective that builds the capacity of those working for a co-created, equitable society which respects and makes space for multiple cultures and is rooted in the principles of environmental, racial and social justice."

What is organising?

- Listening - to communities

- Relationships & Trust

- Collective decisions & collective power

- Co-created and positive culture

Mobilising = Engaging a **self selecting** population

Organising = Building motivation/ capacity of a community - **building agency**

organising
for change ▶

Organising v. Mobilising

|	MOBILISING	ORGANISING
Strategy for building power	Build membership, by taking people where they are	Build leadership, by transforming the motivations and capacities of members to take on activism and leadership
Strategy for building membership	Identify and recruit from high volume of prospects	Develop leaders who can engage others
Structural model in support of strategy	Centralised hierarchy	Distributed responsibility
Results	Breadth of support	Depth of support

Organising v. Mobilising

	MOBILISING	ORGANISING
Underlying precept	Maximise action	Develop people's capacity to act
Rationale behind the call to action	People act when benefits outweigh costs - So minimise the costs by making action easy to take	Activism is a product of dynamic social interactions - So create a sense of interdependence
Approach to recruitment	Make initial action as easy as possible	Create experiences most likely to foster further activism
Measures of success	Numbers taking action	Transformations in individuals' capacities and motivations
Support provided	Technical support	Training, coaching, mentoring, and promoting reflection
Level of guidance	Members' action directed by staff	Members given the big picture and have autonomy within this

Models of power

Monolithic - Power *over*

Leveraging mobilised power
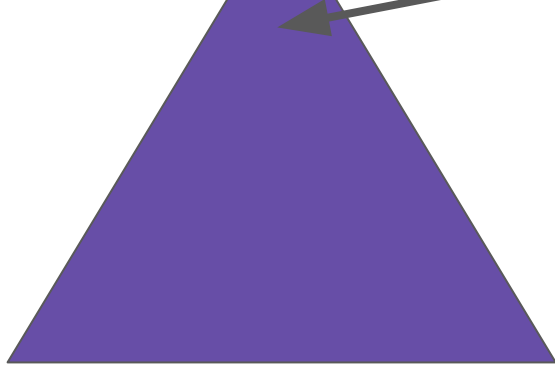
Only the person at the top of an institution has real power. To make change you need to change or convince the people at the top of society.

Pluralistic - Power *with*

People
Norms
Myths
Laws
Institutions

Power in society flows from its people; rulers only have the power people provide them with.
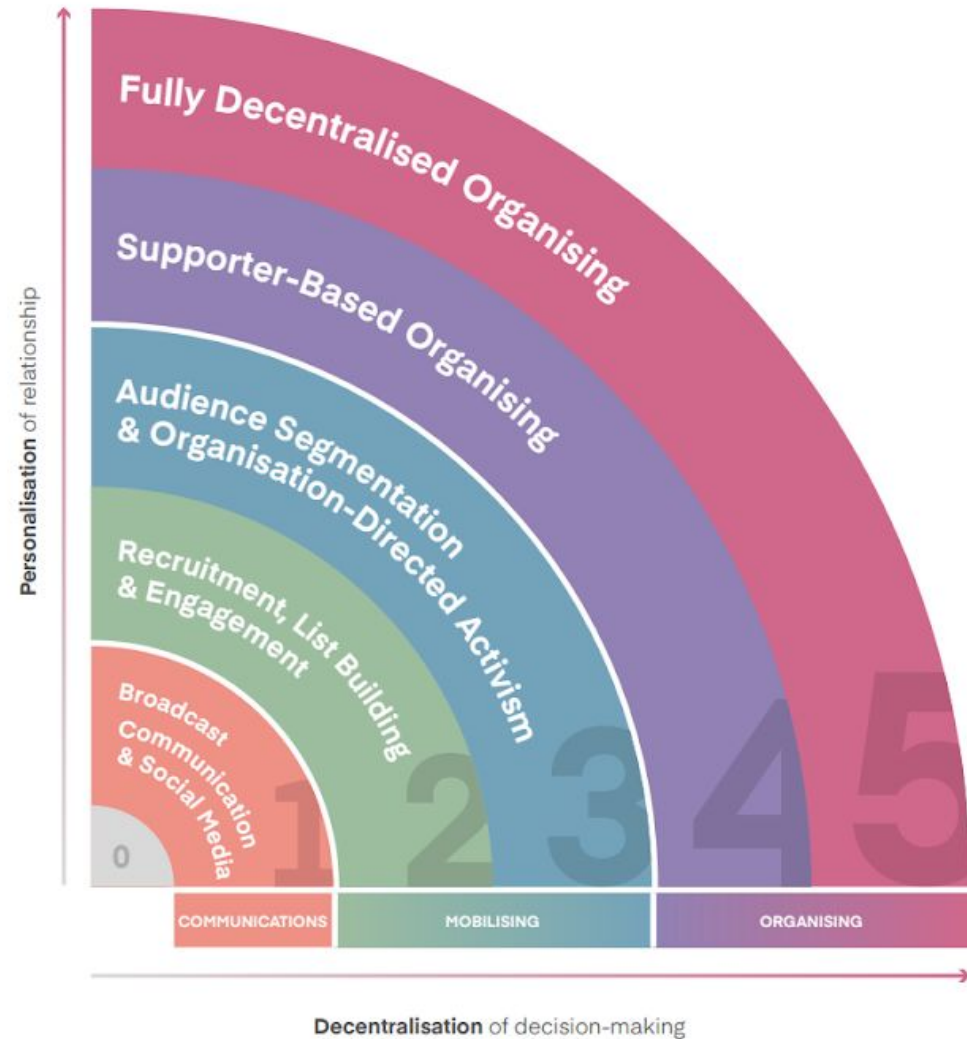
Dr Hahrie Han

" *Movements **build power** not by selling people products they already want, but instead by **transforming what people think is possible***"

Five part framework for digital organising

If efforts are not distributed across all areas of the framework, campaigners are missing key approaches that are necessary to building power, and ultimately winning

Ethnographic research into local campaigning groups - Professor Michael Rosino

1) Activism-as-identity - Majority middle class white

"*Driven by a personal sense of meaning-making*" their involvement is "*part of what makes them feel like they're engaging in good moral work*".

2) Activism-for-impact - Majority working class & ethnic minorities

"*Much more grounded in improving the material and social conditions in their communities because they recognised that those… communities were real human beings who are being deeply impacted*"

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