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The Role of the Organizer

- ❖ Warm up
- ❖ What is organizing?
- ❖ What is the role of an organizer?
- ❖ How do we measure successful organizing?
- ❖ What tools can we use to achieve our goals?



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Warm Up

- ❖ What makes you feel powerful?
- ❖ What makes you feel powerless?



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What is Organizing?

What is Organizing?

- ❖ Empowering others to take action on issues they are passionate about
- ❖ Collective problems require collective solutions
- ❖ Inviting people into action to achieve shared liberation



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What Organizing Is Not

- ❖ Direct Service
- ❖ Education
- ❖ Advocacy
- ❖ Mobilizing
- ❖ Transactional



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**What is the role of an
organizer?**



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Effective Organizing

1. Investing In Relationships
2. Empowering Leaders
3. Meeting People Where They Are



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**How do we measure
successful organizing?**



Measuring Success

- ❖ Every team member knows their role
- ❖ The team's success is your success
- ❖ Members taking on more leadership in recruiting, training, informing, acting, etc.
- ❖ **Organizing yourself out of a job**



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**What tools can we use to
achieve our goals?**



- ❖ Sharing personal stories
- ❖ One-to-one meetings & the hard ask
- ❖ Collective goal setting
- ❖ Coaching



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Sharing Stories

- ❖ Story of Self, Us, and Now
- ❖ AHUY (Agitate, Hope, Urgency, You)
- ❖ Examples?



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I to I's & Hard Ask

- ❖ Who do you have a I to I meeting with?
- ❖ What are the reasons to have a I to I meeting?

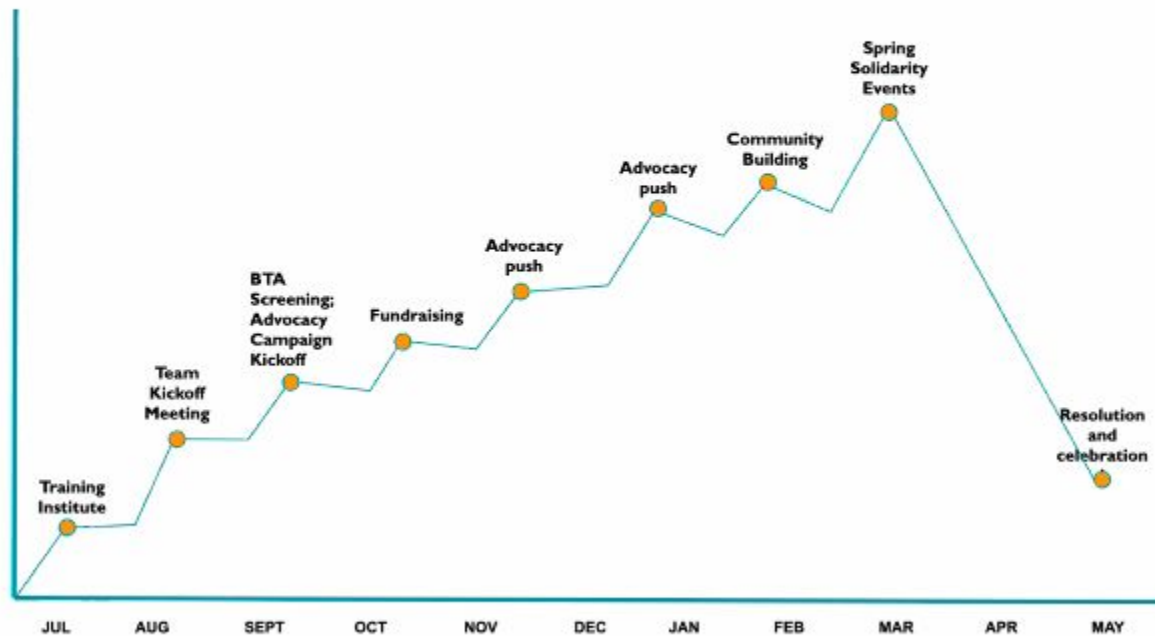


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Collective Goals



Campaign Timeline



Leadership in organizing is about enabling others to achieve purpose in the face of uncertainty. **Coaching enables others.** PIH Engage uses coaching as a way to enable our teams and leaders to overcome challenges and achieve their goals, thus strengthening our network.

Relationships are the foundation of an organized movement:

*Building **leaders** through **relationships***

*Building **communities** through **relationships***

*Building **power** through **relationships***



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Questions?