THE PURPOSE OF COMMUNITY ORGANIZING AND WHERE IT FITS







BUILDING OUR VOICE, BUILDING OUR POWER



START: **DIVISION & ISOLATION** WITHIN MIGRANT COMMUNITIES COMMUNITY ORGANIZING **ELECTORAL ORGANIZING** + Power analysis/build power LEADERSHIP TRAINING + Targeted action + Selecting & winning issue GOAL: + Build relationships + Organize your vote: + "Story of self, us, and now" campaigns Local > State > National **UNITY & POWER** + Rapid/crisis response + Self-interest - shared power + Political coalitions + Speaking for ourselves + Mobilization - direct action + Candidate training + Value based action on targets **DEMOCRATIC EQUALITY** BETWEEN MIGRANT AND DOMINANT COMMUNITY "WELCOMING STRATEGIES" + Actions of solidarity - 2 way COALITION POWER **ALLIANCE BUILDING** Sharing culture, food, BUILDING GOAL: + Power mapping faith/volunteerism + Shared power + Relationships - faith, - High symbolism/media friendly + Supporting allies **SOLIDARITY & INCLUSION** business, labor, political + Local policies/programs + Challenging adversaries + Local coalitions + Crisis/rapid response solidarity + Taking a seat at the table + Immigrant integration - 2 way START: **MARGINALIZED & SCAPEGOATED** UNDERLYING ALL OF THESE STRATEGIES **SHARED VALUES** COMMUNICATIONS/NARRATIVE LEADERSHIP DEVELOPMENT **RAISE \$ (INDEPENDENT \$)** RELATIONSHIPS/ALLIANCES **POWER & VOICE**