

BASICS OF COMMUNITY ORGANIZING

neighborhood leadership institute

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HOW TO ORGANIZE YOUR COMMUNITY

Step-by-step, how to bring your neighbors together on an issue that matters to you.

Form a core group and identify an issue



A small group of neighbors is concerned about illegal dumping in a vacant lot on their block.

Develop a mission, goals, and a strategy



They decide to turn the lot into a community garden, and will work with neighbors to clear the lot.

Identify allies and barriers



Local elected officials support the project; the group needs to find out who owns the lot to gain access.

Develop a work plan and timeline



They want to start working in the spring, and they hold meetings in the winter to plan and fundraise.

Recruit and engage people



They host a community potluck to recruit neighbors, and learn what skills new members can bring.

Assess and Evaluate



Before the spring cleaning date, the group assesses what has worked and what to change before the next phase of the project.

Community organizing is an ongoing process - you will repeat these steps many times as you take on new projects and recruit new members.

How do we recruit people?

Putting the COMMUNITY in community organizing



Tabling and flyers

Attend community events, post and distribute flyers in the neighborhood



Canvassing and surveying

Knock on doors, get to know your neighbors, their needs, and their skills



Word of mouth and social media

Have current members ask their friends. Use Facebook as one of your tools, but not the only one.

How do we keep people?

Keeping people engaged and involved



Stay in touch!

Stay in regular contact and keep people updated

Welcome newcomers

Learn what skills they have to share, and offer skills training for new members

Act more, meet less

Make time commitments realistic.



Have fun!

Make time for getting to know each other, and celebrate your victories - even the small ones!