

The 4th Arm

Values-Based Organizing Training

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Thursday June 9, 2022



**CLIMATE
ADVOCACY
LAB**

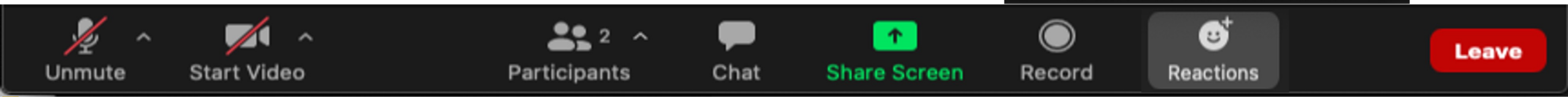
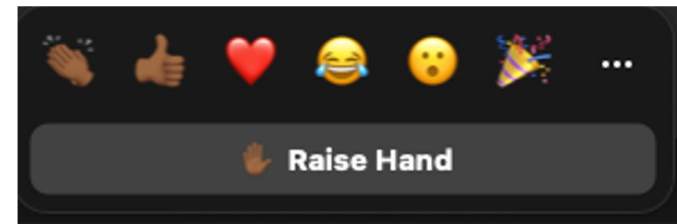


Partnership for Southern Equity
TOGETHER WE PROSPER



Set up

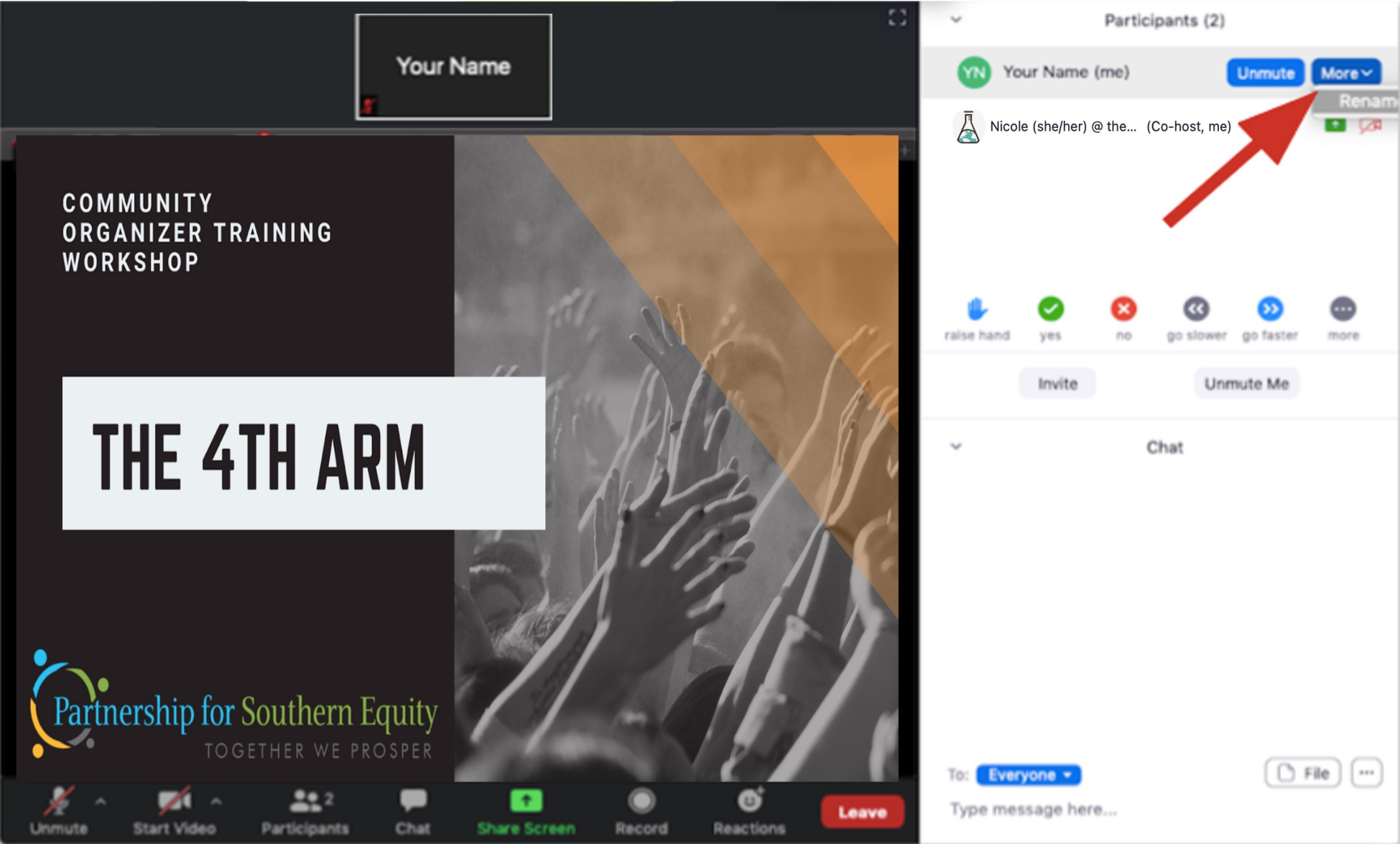
Click **Unmute** and **Start Video** to say hello



Click **Participants** and **Chat**

Click **Raise Hand**

Rename yourself: **Find** your name at the top of the Participants list, click “More” then “Rename”. Add your pronouns & org affiliation.

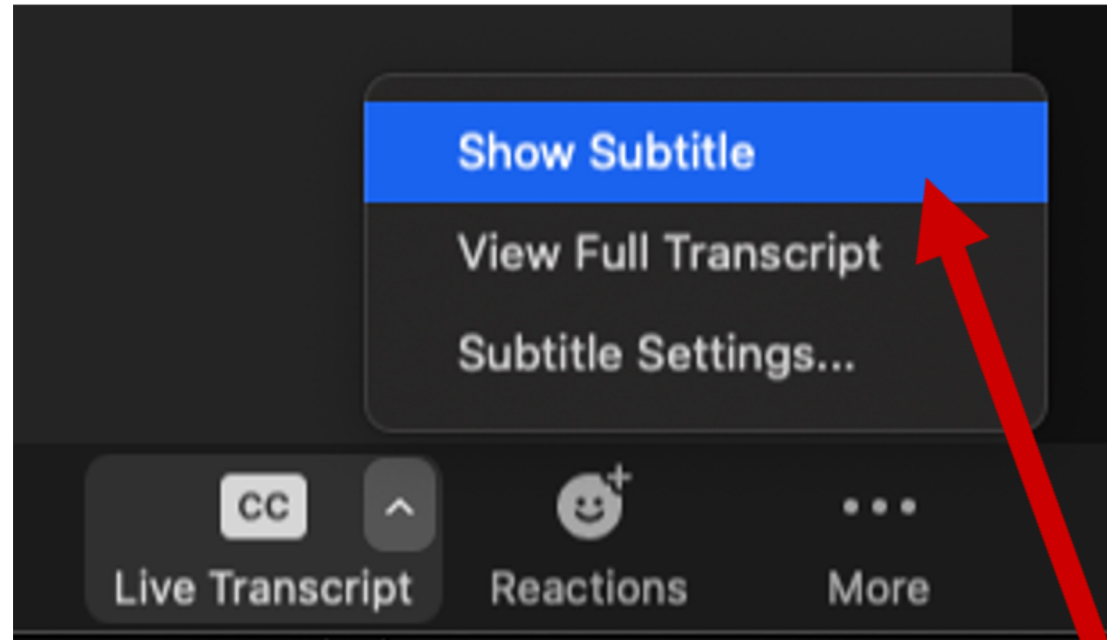


Be Present

- Choose how you want to be in this space to support your learning
- Remove distractions
- Get drink/food
- Get note-taking stuff

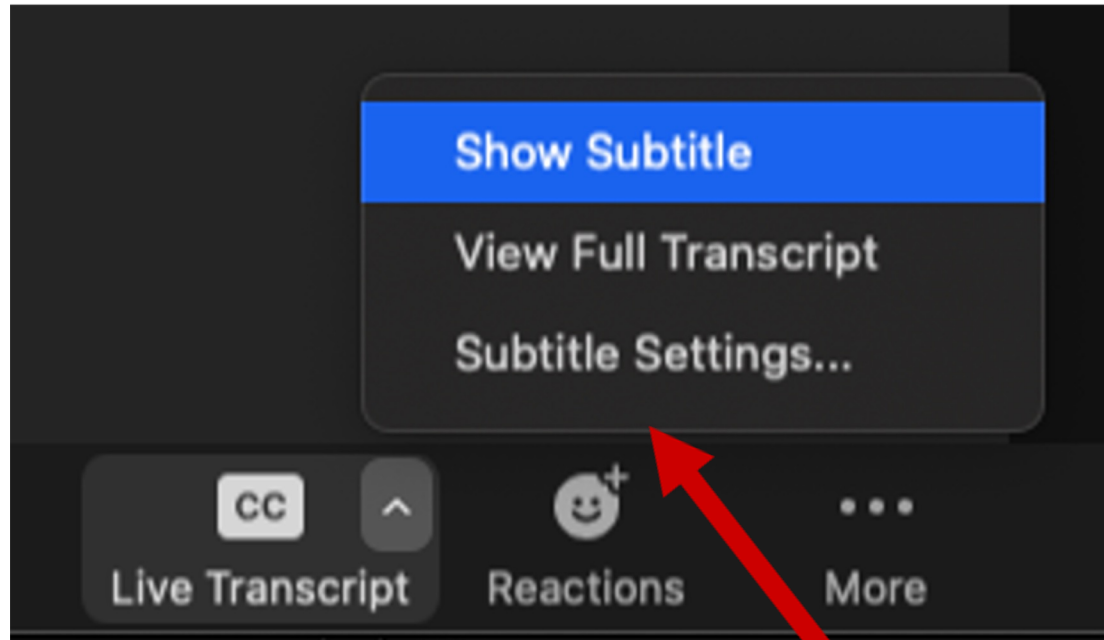


Closed Captioning



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Resize Closed Captioning

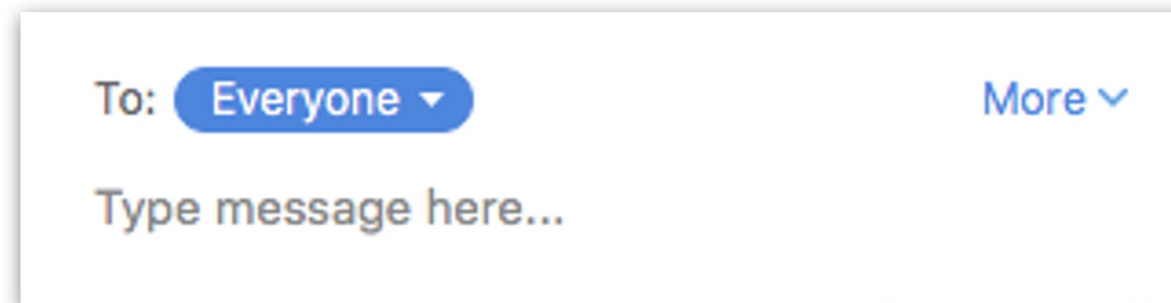


Click arrow next to **Live Transcript** and click **Subtitle Settings...**

Chat

Your name, your location, and what you want to welcome into our space together

Share in the chat:



To: **Everyone** ▾ More ▾

Type message here...

Climate Advocacy Lab

We equip the US climate movement with the ***evidence-based insights, skills, and connections*** needed to build durable power and win equitable solutions.



Through 4 key programs

SMS Action-Taking Examp

3:06 PM

Hi David! This is Maleeka with Climate Action Campaign. Join the growing movement for a transportation system that is good for our health, good for the planet, & connects everyone to opportunity—can you & share this short video on Facebook: <https://bit.ly/2UNwlsW>

Tap to load preview

36 min

SMS Action-Taking Examp

1:47

(442) 269-4169

Yesterday • 5:27 PM

Hey David! This is Maleeka with Climate Action Campaign. We're releasing our 3rd Edition Climate Action Plan Report Card at a press conference on Wed, Feb 20th from 10 am-11 am at Tesla Park! We'll highlight the need to prioritize social equity & real transportation choices in climate solutions, and also reveal our new vision for climate action in the region. Can you come out and show your support? <https://bit.ly/2E5u7AA>

CLIMATE ACTION PLAN REPORT CARD
3RD EDITION
COMING

Climate Action Plan Report Card - Press
Press kit / To open this menu, Facebook · Join

The level of difficulty to complete the action-taking request varied across the 10 periods.

This represents a higher level ask: to attend an event in-person.

WHAT ACTUALLY MOVES POLICYMAKERS?

We try hard to influence policymakers like elected leaders and other government decision-makers. But do our tactics work? Turns out, our assumptions (such as more = better) can be wrong. Here are evidence-based tips for getting through to policymakers, through your supporters and via direct contact.



TIPS FOR GRASSROOTS CONTACT

WHEN SUPPORTERS CONTACT POLICYMAKERS (CALLS, LETTERS, EMAILS ETC.)

- POWER COMES FROM SIGNALING OUR LEVEL OF COMMITMENT**
The power of constituent contact is how it indicates your "muscle": the depth and breadth of genuine public support. The more effort required of supporters, the stronger the signal. One-click form emails don't signal deep support, but a personalized letter does.
- PRIORITIZE QUALITY CONTACT...**
Focus on actions that demonstrate passion. Legislators rank in-person visits highest, with one visit making many times the impact of an email.
- ...OVER QUANTITY OF CONTACT**
Policymakers receiving a high volume of messages see it as driven by organizations, not the grassroots. Emails – especially large numbers of form emails – have much lower influence than other forms of contact (but do encourage supporters to do follow-up contact).
- GOLDILOCKS ZONE OF AUTHENTICITY**
Keep the number of calls and emails moderate: too few won't show enough support, but too many can seem inauthentic (for example, NextGen found 15 calls to state legislators more influential than 60; your campaign's best volume will depend on issue and district size).

"A message received online from 47 constituents is as influential as the same message received from a single constituent in person."
—Kaiping Chen & colleagues (UW-Madison & Stanford)



Research

Insights

Training

Community

Sign up at climateadvocacylab.org/become-a-member

Climate Justice Microgrant Program:

Resourcing climate justice leaders to reflect & tell their own stories

- Grants distributed to U.S. climate justice organizations to document and amplify learnings from campaigns or organizational efforts
- Establishing a base of evidence on “what works” to achieve just and equitable solutions to the climate crisis



Climate Justice Microgrant Program: Resourcing climate justice leaders to reflect & tell their own stories



The 4th Arm

Documenting stories of & reflections from BIPOC energy justice organizers across Georgia



COMMUNITY
ORGANIZER TRAINING
WORKSHOP

THE 4TH ARM

COURSE OBJECTIVES

TOGETHER WE WILL...

Gain an understanding of values-based community organizing

Enhance the skill-set of community organizers

Deepen our understanding of allyship and allies

Explore what it means to build power

Examine the terminology used in community organizing

Examine "systems change"



WELCOME TO VALUES BASED ORGANIZING 101

COMMUNITY AGREEMENTS FOR
AN INCLUSIVE TRAINING SESSION

- Step up, then step back
- Intent does not negate impact
- Be the expert of your experience, use “I” statements
- Challenge your beliefs
- Respect is non-negotiable
- Listen to understand, not to respond



Our Mission

The Partnership for Southern Equity (PSE) advances policies and institutional actions that promote racial equity and shared prosperity for all in the growth of metropolitan Atlanta and the American South.



Just Energy



Just Health



Just Growth



Just Opportunity



THE PSE WAY: TRANSFORMING SYSTEMS AND PEOPLE



LEAD WITH RACE

Do not be afraid to advocate for Black, Brown and Indigenous People, on purpose.



ACCELERATE RELATIONSHIPS

Grow power to create change by strengthening relationships



CULTIVATE FRONTLINE INNOVATION

The people closest to the problem are closest to the solution.



LEVERAGE THE DATA

Use data to educate and engage communities and decision-makers



ORIGIN OF VALUE-BASED ORGANIZING MODEL

The value-based organizing model was created by PSE Founder and Chief Equity Officer, Nathaniel Smith and former VP of Strategy and Engagement Dwayne Patterson to advance a new power building strategy informed by the history and legacy of the American South Freedom Movement coupled with decades of experience organizing communities around the country.



The 3 Tenets of Values Based Organizing

TRUST AND RELATIONSHIPS CATALYZE CHANGE

Change moves at the speed of trust. Accelerating community trust is foundational towards establishing the solidarity required to disrupt existing systems of oppression and repairing the harm it produced.

SYSTEMS (LIKE POLICY) REFLECT THE VALUES OF THOSE IN POWER

Policies, budgets, and communities reflect the values of those in power. Replacing their values with those prioritizing equity allows for a more just and reparative society.

COMMON BELIEFS ARE MORE POWERFUL THAN COMMON GOALS

Connecting around a goal result in relationships being purely transactional. Building relationships centered in shared values and beliefs catalyzes transformational action and sustainable change.



OUTCOMES FOR LIBERATION

STRONGER EQUITY ECOSYSTEM

Marginalized communities directly impacted by inequitable policies must step into their agency to engage in decision-making at the beginning, middle and end of a process.

Their agency must be woven with common and uncommon allies to realize long term change.

GROW POWER

Creating engagement opportunities that shape how public policies and practices will be influenced/changed by the wisdom provided by leaders of marginalized populations.

TRANSFORM SYSTEMS AND PEOPLE

Vigorous engagement, developing new leaders, and policy innovations can be realized that support better outcomes for marginalized communities.



THE TERMINOLOGY

POWER

The ability to change people's actions and to make things happen.

ALLY

A verb - one acts as an ally and does not bestow this title upon themselves.

ELDER

An older, influential member of a family, tribe, or community.



UNDERSTANDING POWER

WHERE DOES POWER COME FROM?

ORGANIZED PEOPLE

Organized people are a demonstration of their inherent power.

ORGANIZED MONEY

Corporations and political factions influencing self-interests

ORGANIZED INFORMATION

Mass media, policies, laws, education systems



UNDERSTANDING POWER

HOW IS POWER EXERCISED?

COERCION

Using strength, force or penalties to get someone to do what they don't want to do.

REWARD

Convincing someone it's worthwhile to do what you want them to do.

INFLUENCE

Getting others to want what you want them to want.





POWER IS...

the ability to make things happen.

SUSTAINABLE CHANGE...

is created by using collective power
undergirded by strong relationships.





ALLIES

"An ally doesn't necessarily mean that you can completely identify with the experiences of injustice of the oppressed group, but it does mean that you will stand with them and for them in the face of discrimination."

~ Joy Gaines

National Institutes of Health



Spectrum of Allies: Group Activity

ACTIVE ALLIES

people who agree with you and are organizing alongside you!

PASSIVE ALLIES

People who agree but aren't doing anything about it- yet!

NEUTRALS

People who aren't sure, or are unengaged

PASSIVE OPPONENTS

People who disagree, but aren't trying to stop you.

ACTIVE OPPONENTS

People who have done something to prevent you from reaching your goal.



MOBILIZING

ISSUES BASED ORGANIZING VS. VALUES BASED

ORGANIZING

VALUES-BASED

Organizing that first seeks to curate and advance a marginalized group's shared beliefs.

ISSUES-BASED

Working groups or coalitions advocating for specific issues affecting targeted groups or the society-at-large.

CRITICAL QUESTION

Are you engaging communities as a “missionary” or “community builder?”



SOCIAL CHANGE VS. SYSTEMS CHANGE

SOCIAL CHANGE

Social process whereby the values, attitudes, or institutions of society, such as education, religion, government, and industry become modified. Social change means altering the rules of the game.

SYSTEMS CHANGE

A phenomenon where individuals, organizations, policies, and regulations come together to create a new way of doing things that is both feasible and sustainable.

System change means developing brand new rules or replacing the game!



VALUES IN ACTION



Work purifies relationships. Take time to build relationships within the community you are serving. Transformational, not transactional relationships are the key to long-term change.

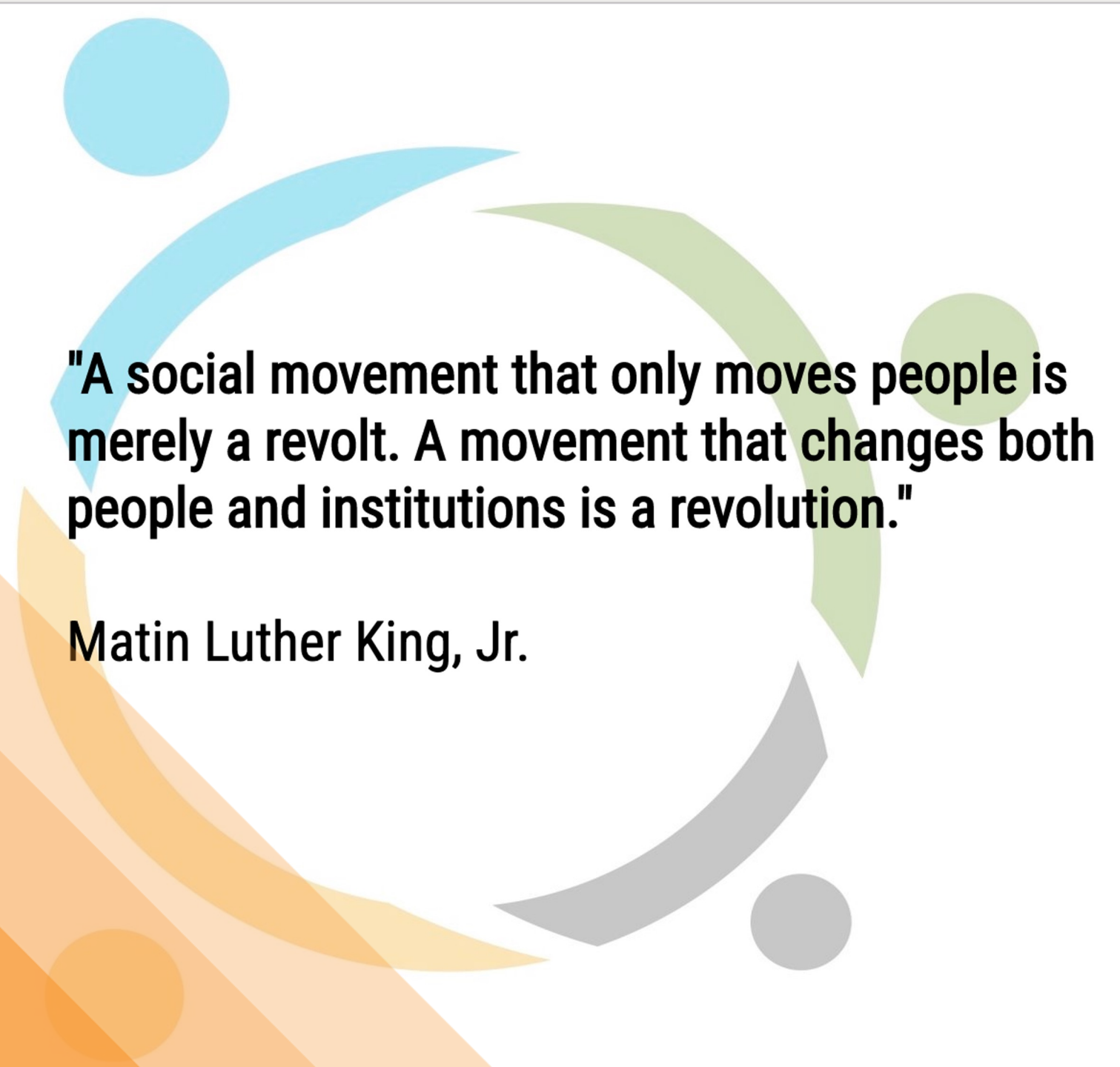


We move at the speed of trust, not ideas. You must build trust if you want to move the needle.



You cannot organize with people you don't love. Take time to develop a genuine interest in the people you are serving.





"A social movement that only moves people is merely a revolt. A movement that changes both people and institutions is a revolution."

Matin Luther King, Jr.



GROUP ACTIVITY

BREAKOUT SESSION

**HOW WOULD YOU APPROACH ORGANIZING IN
THE FOLLOWING COMMUNITIES?:**

- Historically marginalized low-wealth Black neighborhood
- Immigrant community
- HBCU college students on campus
- Low-wealth rural small town



REFERENCES

SOURCES, ARTICLES AND ADDITIONAL RESOURCES

BE AN ALLY

By Joy Gaines

<https://www.edi.nih.gov/blog/communities/be-ally>

SPECTRUM OF ALLIES

Powershift Network

https://www.powershift.org/sites/default/files/resources/files/Spectrum_of_Allies.pdf

THE 4TH ARM DOCUMENTARY

<https://vimeo.com/662388682>

LESSONS FROM THE JUST GROWTH CIRCLE

<https://nonprofitquarterly.org/equity-health-resilience-and-jobs-lessons-from-the-just-growth-circle/>

REFERENCES

**SOURCES,
CONTACTS,
UP-COMING
EVENTS**

VISIT OUR WEBSITE TO LEARN MORE ABOUT OUR ACADEMIES

Partnership for Southern Equity – Together We Prosper
(psequity.org)

FOR CUSTOM TRAINING CONNECT WITH OUR JUST SOLUTIONS TEAM

Jessica Daniels

Director, Just Solutions

jdaniels@psequity.org



This training was developed with funding made possible by



<https://climateadvocacylab.org/>