

ORGANIZING CHART

Organizing is a series of planned activities and projects designed to bring about positive changes around specific issues.

PROBLEM	ISSUE	PEOPLE AFFECTED BY ISSUE	POTENTIAL ALLIES	DEMAND	WHO HAS POWER?	TACTICS/ ACTION
Something that lowers the quality of life, or something that creates a broad area of concern (poverty, racism, sexism, unemployment)	Community-led research is essential to identifying an issue. Why does the problem that you have identified exist?	People who are most affected by the issue and can be recruited to be members of your group or organization.	Individuals and organizations that care about the issue and can provide support for you and your group.	A clear, specific request(s) made by a collective group of people that improves the quality of life and addresses the issue identified by your group.	Identify an individual(s) within an institution who has the power to make changes and give you what you want?	What strategies will you use to get people to listen to you? What steps will you take to take action on your plans?

Strategic Questions for your Organizing Campaign

<ul style="list-style-type: none"> • What is something you think is wrong with society? • If you could change one thing in this society, what would it be? 	What research can you and your members do in the community or elsewhere to find out more about the issue?	Who are the people directly affected by the problem? Do you know anyone personally affected? What are creative ways to recruit them and get them to be actively involved in your project?	Who are the leaders in your community and how can you get them to support you?	What do you want? How will it address the issue? Is it clear, specific, easy to understand & achievable? How will it improve lives?	Who is in charge? Who are the people who might have influence over the people in charge?	What are fun and creative ways to get the attention of the people with power? What events can attract the media to get your message out to the public?
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