

BUILDING BRIDGES FOR AMERICA

From Facebook Activist to Change Maker

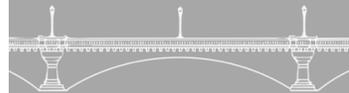




Why is this important?

THERE IS A LOT OF PASSION AND ENERGY ON SOCIAL MEDIA SUPPORTING PROGRESSIVE CAUSES AND CANDIDATES. TO EFFECT CHANGE WE NEED TO HARNESS THIS PASSION AND GET PEOPLE TO TAKE ACTION.

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FOR
AMERICA**

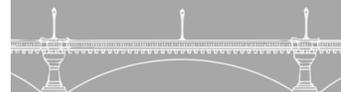


Who will benefit from this?

This workbook is directed to those on social media who want to move to the next level of activism through a grassroots organization. If you want to effect change by taking action and motivating members, this is the workbook for you. If you are already a grassroots organization, this is a great tool to check the status of your organization and learn some new tools so you can make the most impact.



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Let's Get Started! Exploratory Stage

Look at your social media pages (Facebook, Instagram, Twitter), identify a core group of 3 (or more) family and friends who share the same passion for a cause or candidate and who want to take action by forming a grassroots organization.

List the Names Here:

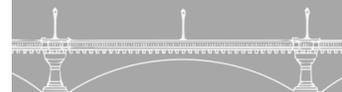
1.

2.

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Additional Names:

Look for people who post and engage in debate around issues and candidates consistently.



Exploratory Stage

Ask the core group to come to an initial consensus on the goals of the organization and on the target membership of the organization.

Goals: What do we want the organization to accomplish and focus on?

Who is our target membership?

Exploratory Stage: Next Steps

Ask the group to reach out to potential members to test the level of interest.

Set a goal and timetable for the outreach

- number of contacts
- make contact by a certain date

Perhaps everyone contacts 3 people with a week.

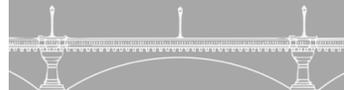
Reconvene and share feedback and refine the goals and target membership as needed.

Create Your Steering Committee

Expand the original group to form your first steering committee for the organization. This group will meet regularly to make plans, set goals, and actions for the group.

Taking the steps to set goals and identify your members will help you get started on the path to forming your organization.

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Getting Organized: Purpose

Before taking action, an effective grassroots organization needs clear statements of purpose, operational lenses, organizational structure, and position in the community. Invest the time and talent in preparing these statements to provide guidance and direction to the actions of the organization adding structure and focus.

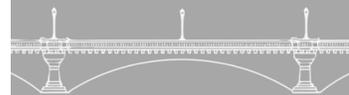
Purpose Statement:

What is the geographical reach of the organization-statewide, county, city, etc.?

What are the basic membership parameters-women, progressives, educators, rural, etc.?

What is the goal of the organization-improve voting rights, access to healthcare, support a candidate , etc.?

How will the organization achieve its purpose (through education, activism, etc.)?



Getting Organized: Lenses

Operational Lens Statement

Will the organization focus on social justice, rural and urban communities, racial and gender equality?

Will the organization actively promote diversity, equity, and inclusion within the organization and its actions?

Will the organization promote a sense of belonging among its members?

Will the organization have standards for communication among its members and others?



Getting Organized: Structure

How will your organization look?

Organizational Structure Statement

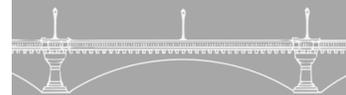
What will the leadership body of the organization look like (steering committee)?

Who will be members of leadership i.e. steering committee, chair, vice chair, how often will the committee meet?

How will actions be divided and organized i.e. teams with team leaders, special project leaders, at-large members, when will teams and committees meet?

What social media platforms and communication tools will be used i.e. Facebook, twitter, Instagram, slack, mobilize?

Will the organization have a website?



Getting Organized: Community

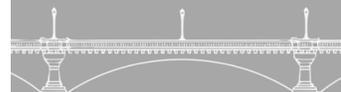
How will the organization grow and interact with the community and other organizations who have similar goals?

Community Statement

Will there be requirements for membership in the organization?

What efforts will be taken to grow membership and meet goals DEI?

Are there organizations in the community that have similar goals? What efforts will be taken to collaborate with them (assign a Coalition Coordinator)?



What's in a name? Selecting a Name

It is likely that from the planning stages the core group used a name for the organization the planning and organizing steps. Or, you may have a Facebook or other social media group. After the exploratory stage it is a good time to revisit the name.

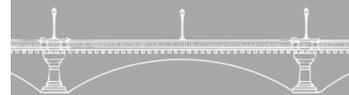
The group should ask:

Does the name fit the purpose and is the name consistent with the lenses? Organization? Position in the community?

After selection and confirmation of the name is a great time to make the official launch of the organization.

- Make the announcement of your name a special event, include the primary purpose of the organization.
- Develop an announcement or "roll-out" plan

Now for the fun part: This is a time to develop the "branding" for your organization. Design a logo, pick colors and fonts to be used across platforms. Having a consistent brand or "look" will make your organization easily identified. We discuss tools for branding and examples in our session *Grassroots Organizing for Change*

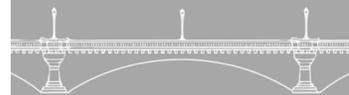


What are we doing? Planning your activism.

Grassroots organizations engage members to be active in causes and campaigns. To achieve this activism, grassroots organizations adopt an activism plan to offer a variety of activities for members with differing levels of experience with various skills-with a goal that they will evolve in their level of engagement. All activities should be consistent with the organization's purpose and be viewed through the operational lenses. Steering committees may consider the following list of activities to include in their activism plan.

Tip: For each activity, select a co-chair or leader to take the lead. Include leaders in the steering committee, where they can report on activities and get input. The leaders set the agenda for the activities.

Building Bridges for America has grab-n-go resources and training sessions on activities.



Activity: Connecting with Other Organizations

Grassroots organizations want to be effective and seek ways to amplify their impact and to amplify other progressive organizations.

Pose these questions to the leaders of each activity:

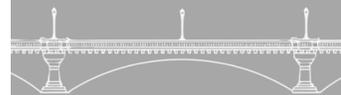
What organization(s) will be our allies?

When and should we collaborate?

Meet with them regularly?

Should we share content and activities?

Look for opportunities to "borrow" content and resources



Activity: Membership and Outreach

Grassroots organizations want to reach like-minded individuals to encourage them to take action.

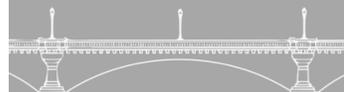
Discuss these questions with the leaders of this activity

How should we grow membership to increase our impact?

How do we include DEI in our membership?

How should we bring new members to the board and leadership?

How should we follow-up with members who drop-off?



Activity: Messaging & Communication

Through messaging and communication a grassroots organization gives its members an opportunity to express their positive views.

Discuss these questions with the leaders of this activity

What steps should we take to maintain our social media platforms?

What steps should we take to promote the organization, including its purpose and identity?

How should we moderate content within the organization's guidelines?

How should we share content with members and the public?

Who will seek and post appropriate messaging in support of our goals from other organizations (i.e DNC, White House, other progressive groups)?

Who will develop and train others on messaging?

How will we combat disinformation and provide rapid response?

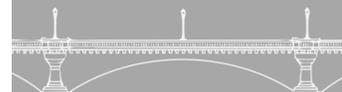
How will we encourage input from members?

Learn more at BB4AM's sessions :

Building a Dynamic Social Media Presence;

Say This, Not That, and Popping the

Disinformation Bubble



Activity: Education & Training

Education and training sessions offer members the information they need to take action.

Discuss these questions with the leaders of this activity

Should we establish a schedule of meetings to provide information on issues, causes and candidates?

Should we maintain a list of education and training resources from other organizations?

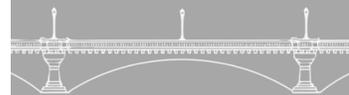
Should we provide resource materials for our members?

Should we establish an in-depth discussion series to inform and engage the public?

Should we offer training on specific skills (i.e. writing an op-ed, software programs , etc.)

Should we offer training on how to communicate with policy makers?

Having readily available resources materials is very helpful to members.



Activity: Calls to Action

Grassroots organizations provide their members with various opportunities to take action around key events -votes, campaigns, and milestones.

Discuss these questions with the leaders of this activity

Should we organize specific calls to action, such as:

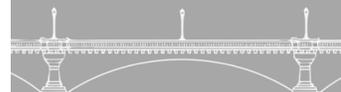
- Phone Banking
- Post Card Writing
- Textbanking
- Letter Writing
- Networking (virtual/in person)
- Canvassing
- Sign Distribution
- Op-ed Writing
- Visibility Events (tabling, protests)

Should we host events as a group?

Should we partner with other organization's events?

How do we determine which events members will be interested in?

Note: Host periodic meetings to discuss activism, this helps engage members. Be sure to provide trainings for activities at the beginning of each activity. Consider establishing "captains/leads" for each activity and have them to follow-up with participants. Provide an opportunity for members to provide feedback on activities.





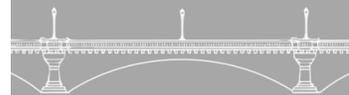
It's Not Working! Evaluating

If an activity is not working-no one attending sessions , the session are not well received-it is ok to modify the activism plan or just stop an activity. Grassroots organizations do not have the resources to do everything that the group would like. Rely on your Steering Committee to reevaluate and make decisions about activities and focus.

Find the activities that resonate with your members, pick the ones where you have capacity and expertise.

It's Working! Celebrating

If your activism plan is working, celebrate your success. Acknowledging accomplishments will encourage future engagement. Remember to celebrate all your hard work and achievements!



OTHER AVAILABLE TOOLS

AVAILABLE AT
WWW.BUILDINGBRIDGESFORAMERICA.COM

GRASSROOTS ORGANIZING FOR CHANGE

This session takes you through starting your grassroots organization and presents helpful tools to organize.

UNLOCK YOUR POLITICAL POWER WORKSHOP

Practice writing and telling your story based in your core values. And work through how to start and work through your difficult conversations.

DAYS OF ACTION

Join Building Bridges for Days of Action throughout the week to support candidates and issues.

REAL TALK: POP THE DISINFORMATION BUBBLE

Timely sessions to understand how people can believe lies and how to use empathy to break through with the truth.

REAL TALK: SAY THIS, NOT THAT

Workshop to understand the importance and how to write effective progressive messaging.

VOLUNTEER'S TOOLBOX

Ready to print infographics, online presentations and workbooks.

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BUILDING BRIDGES FOR AMERICA LEADERSHIP TEAM



JENNY OKAMOTO

Director Leadership Development, Building Bridges for America

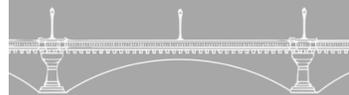
CAZ MARGENAU

Director Leadership Development, Building Bridges for America

TERRY MUMFORD

Associate, Leadership Development, Building Bridges for America

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Next Steps

Put your story to work. Build your political power and connect with others who are taking action. Make use of our Volunteer's Toolbox to get guides and other workshops to help you and your group grow.

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WEBSITE

WWW.BUILDINGBRIDGESFORAMERICA.COM

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