Organizing for Power:
Relational Engagements Tactics

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Organizing for Power
ORGANIZING Competency Themes:

• **Utilizes organizing best practices** L1; Understands the theory and best practices associated with organizing

• **Builds meaningful community partnerships** L2; Collaborates with different and diverse community audiences, and educates them on key issues

• **Engages in collective action to identify and address pivotal issues** L2; Rallies others around key organizing opportunities by appealing to member passions and interests
Session Outcomes

When advocating for policy changes at the building, district or state level, you will be able to deliver a message that:

– Is intended for a specific audience you identify (e.g., policy-maker, school board, state legislator, member of congress, campaign staffer, candidate for office, community member, journalist etc.)

– Balances emotion, anecdotes and data while unifying your audience around your cause

– Makes a clear ‘ask’ for action from your audience

You will become:

– Confident that you have a ready-to-go ‘elevator speech’ articulated and practiced that reflects the issue you feel strongest about

– Aware of the power of story-telling to change hearts and minds

– Skilled at giving specific feedback to others as they deliver their Story of Self, Us, and Now

– Ready to take action yourself and be heard!
Please complete the evaluation for this breakout session!