Organizing in a Rural Setting
(It’s about) Building Relationships

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Organizing

- **Competency Progression Level(s).**
  - Level 1: Foundational
  - Level 2: Mobilizing & Power Building

- **Themes Addressed**
  - Utilizes Organizing Best Practices
  - Builds Meaningful Partnerships (relationships)
  - Creates Conditions for Continuous Growth and Strength
  - Fosters the Development of Leaders at all Levels
Session Outline

Introductions
Ice Breaker
What is Leadership?
What is Organizing?
Why join a union or any professional organization? How to Identify Interests and Key Issues... Examples of Such Developing Relationships and creating conversations using:
• Story of Self/Us/Now – Describe and Practice
• One on One Contacts (X3)
• Key Issues
• Agitate...Educate...Organize Theory
Team Building – Mensa Activity
What is Collective Action?
How to begin an issue-based campaign in the community.
The power of and value in listening. (The Wright Family Activity)
Questions and Answers
Summarize and Wrap-Up (Motivational/Humorous YouTube Clip)
Evaluations
Resources

• Marshall Ganz (RIO)
• Jason Mann (Promoting Your Union)
• 36 Reasons to Thank a Union
• The Wright Family Vacation
• Mensa Activity/Handout

Various Handouts and examples for one on one contacts, Individual Local Union Flyers, What can the Union do for you Folder with examples.
Session Outcomes

The content from this session can be used in the following ways in your current position/role:

- Identify/Recognize organizing opportunities by appealing to individual and group passions, interests, needs and issues.
- Develop recruitment and retention strategies to grow membership and influence others to be more active.
- Use organizing skills to engage members in key issues.
Please complete the evaluation for this breakout session!