

## NEA Center for Organizing

### Organizing Project Guidance

**Theory:** We approach an organizing campaign with an analysis of the threat or opportunity and a theory of how we might respond to meet the goals of our Association. We have found that organizing campaigns often touch multiple Centers within NEA and that prior to developing a plan, a critical first step is a strategic conversation between NEA and the affiliate request Partnership Funds for an organizing campaign. Successful campaigns have data-and research-informed analysis. There may be more than one premise to test as we launch the campaign or new program. Our strategies should reflect this analysis, as well as local culture, and should be designed to grow capacity for the Association as well as advance the initiative or win the campaign.

**Calendar:** This is not just key dates but reflects campaign rhythm or momentum and advantages internal and external opportunities. This should also reflect key organizing benchmarks related to goals.

**Growth:** these are not just numbers but reflect embedding of capacity building in the organizing project itself. Be clear who is responsible and dates for progress. Always include new member recruitment, engagement of members and potential members, and leadership development.

#### **Checklist for a strategic organizing project**

- ✓ Theory of case, strategy underpinning
- ✓ Political context, research support
- ✓ Strategies and tactics to employ; programs
- ✓ Message, communications plan
- ✓ Partners, parents and community elements
- ✓ Benchmarks and metrics; tests, pilots, polling
- ✓ Capacity building/internal growth metrics
- ✓ Calendar
- ✓ Budget