



ORGANIZING ESSENTIALS

TALK ONE ON ONE

Listen to what your co-workers are saying. Share your own ideas. Don't just gossip or gripe—help create a focus about problems that can be solved.

ENCOURAGE CONFIDENCE

You and your co-workers may feel scared or hopeless. A calm and confident attitude helps. Remind people what will happen if they do nothing. Help them draw on their righteous indignation instead of their fear.

CHALLENGE AUTHORITY

Organizers don't need to demonize the boss. We do need to encourage people to question authority and stand up for each other. Figure out how to confront the people in power.

RECRUIT GOOD LEADERS

Take note of who is naturally respected and encourage them to take on leadership. Look for each person's talents and find ways to use them. Don't let the whiners set the tone.

IDENTIFY COMMON PROBLEMS AND SHARED HOPES

We organize to bring people together. Talk and listen until you've found a problem that matters to lots of your co-workers. Share what you've heard.

ORGANIZE DEMOCRATICALLY

Include everyone who is, or might be, affected. Reach out beyond your friends and the people most like yourself. Solicit opinions and involve as many people as possible in decisions. Find a role for everyone.

SET CONCRETE GOALS

Goals should be specific. State clearly what a victory would be. Make sure the majority of people share this goal.

GET PEOPLE MOVING

Even simple collective activity is better than just talking. Action breeds commitment. Circulate a petition. Wear buttons. Develop plans that involve small steps. Each step should slowly increase the visibility and strength of the group.



STICK TOGETHER

As long as an action is collective, you won't leave individuals vulnerable. Design activity that brings people together. Send a group to talk to the boss. Write a letter that everyone signs.

NO SHORTCUTS

Resist the temptation to do it all yourself, or to shoot out an email and consider your co-workers informed. Even if it seems inefficient at first, getting more people involved is the only way to keep things going over the long run.

TURN UP THE HEAT

Start with small actions that will probably succeed. With new confidence, people will be inspired to take bigger and riskier steps.

EVALUATE AS YOU GO

Keep talking one on one and in groups. Assess whether your goals are still correct and clear. Evaluate whether new plans are needed.

ORGANIZATION IS EVERYTHING

Your organization doesn't need to be too formal, but it does need to get the job done. If you have a phone tree, you're well on your way. Organize social get-togethers, too.

EYES ON THE PRIZE

Step back, look at the big picture, and don't let setbacks discourage you for long. Remember you're part of a much bigger movement. Pass the torch along to the next generation.

