

Characteristics of Mobilising & Organising

	Mobilizing	Organizing
Action Sequence	One-Off	Part of a longer campaign “arc” or action sequence that participants understand
Leadership Roles	Only for seasoned participants	Designed for new participants
Call to Action	Ends with the action	Action concludes with a new call to action
Deepening Sense of “Stake”	Participants do not necessarily leave with a deeper sense of their own “stake” in the ongoing campaign	The way participants are engaged before & after makes them even more aware of their own “stake” in the issue + deepens their commitment to the organization or campaign
Deepening Commitment	Convenors not preoccupied with whether participants leave with deeper investment in the campaign	Action convenors pay attention to specific participants before & after the action to deepen their investment in the next steps of the campaign
Develops Strategic Insights	The way participants are engaged does not necessarily develop their ability to understand (and contribute to) the strategy underlying the action	Participants are invited to engage with the underlying theory of change, anticipate outcomes of this action & reflect on observed ripple effects afterwards, developing their abilities as strategists
“Battle of the Story”	The “story” we’re telling with our action concludes with the mobilization	The mobilization is just one stop on the narrative “journey” we’re creating with our campaign

How Organizations Often Begin to Experiment with Organising

1. **Casework:** We stay with people who responded to a “bat signal” longer than usual
2. **“We left, now what?”:** Groups with a mobilization-centered theory of change splinter, and departing members decide to try out an approach that will go “wider” than the narrow interests of a few charismatic leaders
3. **“Oops, You’re Hired”:** An organizer or campaigner gets hired into a low-ranking position at a mobilizing org (and sometimes they are allowed to organize, sometimes they aren’t)
4. **“Oh Shit, Now What Do We Do?”:** The mobilizing terrain changes dramatically
5. **“We’re Tired”:** Organizational leadership gets tired of the “boom-and-bust” cycle of mobilizing, and soul searching leads to experiments with organizing

Other Ways to Incorporate Organising Methods

- **“Map” and proactively outreach** to people in your community and community institutions to be part of the event and connect with the organising ongoing (even if they can’t attend)
- **Invite new people** to help organize the action to begin with and make them part of a committee or ongoing team
- **Have a sign up form** or petition on the day to capture details and contact information to follow up (and then invite all those folks to the events!)
- **Plan two absorption events** following the action: one social, one to deepen engagement with the campaign
- *Examples include “Banking on a Better Future” games & happy hour, “Our Campaign 101” orientation, phonebanking past volunteers to update them on next steps*
- **Plan 1-1 organizing conversations** with five participants for before *and* after the action, to assess and deepen their “stake” in the campaign

- After designing an action, **go back through** and ask yourself:
 - How would we remix this action to create a **ladder of engagement** (a series of asks and next steps that takes a person from a bystander to active participant in our campaign)?
 - What's a **role** we could invent for a new volunteer?
 - How could we incorporate an element into this action or the debrief that would help participants have a **greater sense of their "stake"** in the action?
 - What could we **invite them to after the event** to deepen their relationships to our existing participants?
 - What **story do we want to tell** about this campaign through this action and the next ones? What's a **next event or action** we could plan to help with that?