

FOUR CORE ELEMENTS OF COMMUNITY ORGANIZING



community
organizing



LEADERSHIP DEVELOPMENT / POLITICAL EDUCATION:

Helping residents and leaders to develop an analysis of issues facing their lives and communities while giving them the skills to act on these issues.



BASE BUILDING / MEMBER RECRUITMENT AND RETENTION:

Building a strong group of committed, motivated resident leaders who share an analysis about issues facing the community and who are committed to working towards change.



ORGANIZATIONAL DEVELOPMENT:

Building systems and structures to support resident leaders in making the change that they want to see happen. Can also mean building or supporting a community based organization or institution.



CAMPAIGN DEVELOPMENT:

Devising concrete strategies, tactics and plans for addressing an issue or policy that impacts the lives of the community and fighting for change.



ENERGIZE
our
NEIGHBORHOODS

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