

# NCJW WEBINAR ON BASE BUILDING AND AGITATION with Jeannie Appleman, JOIN FOR JUSTICE

## TODAY'S AGENDA

1. Goals for the session
2. Challenges of building a base
3. Listening campaigns: a strategy to build your base and uncover their skin in the game
4. Steps to conducting a listening campaign
5. Agitation: a strategy to hold your base accountable
6. Learnings



*Savage Chickens*

by Doug Savage



www.savagechickens.com

**What is the biggest challenge in building your base?**



# How do listening campaigns help build your base?

1. They help members uncover their skin in the game on the issue, i.e.

their own experiences with the issue, or the experiences (or aspirations) that shape **why they are so passionate about it** (beyond values).

2. They develop and test out potential new leaders

3. They uncover new leaders



## STEPS TO CONDUCT A LISTENING CAMPAIGN

**Step 1: Form a leadership team** to drive your campaign, comprised of **potential leaders and current ones**, who can **facilitate** small groups, are **relational** and are **good listeners**.

**Step 2: Meet** with the team and **equip them** to do 1:1s or house meetings.

**They should be prepared to:**

Have a list of questions to ask

Train people to facilitate 1:1/house meetings and to recruit note-takers and time-keepers

distribute a list of members to invite (to facilitators, note takers and hosts)

set dates

**Step 3: Conduct 1:1s or house meetings** (usually over an **8-12 week** period).



**Step 4:** Hold a **check-in meeting** with the team. Ensure that progress is being made, notes are being taken in a way that's eliciting the information, and potential new leaders are being uncovered.

**Step 5 (at the end of the campaign):** The team (or a subset) should **interpret what was learned in the notes** – patterns and themes, new leaders uncovered, etc.

**Step 6 (optional):** Share these findings with everyone who participated in a **“report back” session**.

**Step 7: Form action teams** around the themes to **devise a plan and set of next steps**.

**Step 8: Conduct 1:1 meetings with the new potential leaders** who were uncovered through the campaign, and **help engage them around their interests**.

# AGITATION: HOLDING YOUR BASE ACCOUNTABLE

**Fred Ross, Sr.: “90% of Organizing is follow up”**

## Agitation Aggravation



The difference between **aggravation** and **agitation** depends on the relationship

- Do you already have a relationship?
- Do you respect them and care about what they do? Do they know that?
- Do you understand their interests?
- Do you know what you're agitating them toward?

# EMBRACE TENSION – POINT OUT THE CONFLICT

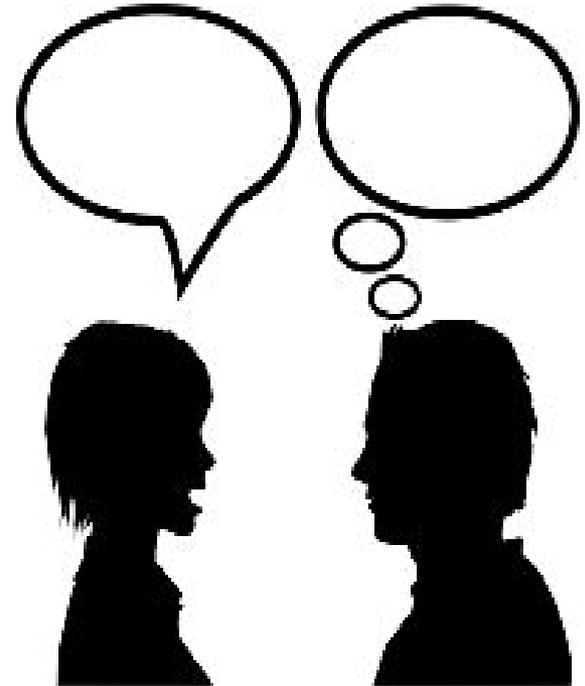
- **Between aspiration and reality**





# Principles for agitational conversation

- Name it
- Ask why
- Point out the conflict between aspiration and reality
- Don't pretend it's easy
- No has to be an option for the yes to be real
- Ask, what do you want to do?
- Mind your tone – don't need to be aggressive



# Learnings

