

The background is a collage. On the left, there's a photo of a protest with a sign that says 'Jewish Women into WOMEN'S RIGHTS FAITH ACTION'. On the right, there's a solid blue rectangle. Below the title, there's a black bar with white text and another blue rectangle with the NCJW logo and name.

# Understanding Power through Advocacy, Organizing and Activism

***Tzedek Tzedek Tirdof: Tools for  
Transformation***

NCJW®

National Council of Jewish Women

## Group Norms

- Patience – we're all new to this format
- Assume Best Intentions

## How to Use Zoom

- Comments box
- Raise hand
- Slow down/Speed up
- Mute/unmute

# Agenda

1. Introductions
2. Systemic Power
3. Dominant Power
4. Individual Power
  - a. Activism
5. Collective Power
  - a. Advocacy
6. Relational Power
  - a. Organizing
7. Differences and Similarities

# Introductions: Why Are We Talking About This?

- Name
- Pronouns
- NCJW Section
- Pick one question (in under 15 seconds):
  - How has power come up in your work?
  - How do you think about power?
  - What does power look like to you?
  - What's an experience you've had with power?

Power: the ability to fully  
realize and materialize  
your own self-interest.

# **Systemic: Institutionalized & methodical power that reinforces and maintains the status quo**

- Institutionalized, difficult to change
- Legislation and policies span beyond the individual to force a culture shift, and vice-versa
- Environment that we do our advocacy work at NCJW

**What types of systemic power do you interact with in your NCJW work?**

# Dominant: Hierarchical power over someone or something

- Power over, not with
- Lacks accountability to others
- Zero-sum
- Ability to coercively influence other people
- Defines and maintains systemic power

Systemic power is  
the context &  
dominant power is  
what maintains it.



# Individual: Using your own personal influence to speak back to power

- Personal spheres of influence to enact change
- Inspires others to action
- Empowers us to continue taking action
- Effectiveness and scope depends on the individual



**What's a time in which  
you used your individual  
power to enact change?**

# Activism

- Use own body to speak back to dominant & systemic power
- “What can *I* do?”
- Compel people to agree and take action





# Collective: Power in numbers

- Critical mass of people
- More people = more power
- Focus on the collective whole



# Advocacy

- Influence those in positions of power
- Works on behalf of someone else
- Widespread support without focus on relationship building







What's an  
example from  
your work of  
collective power?



What new ideas do you  
have to use collective  
power?

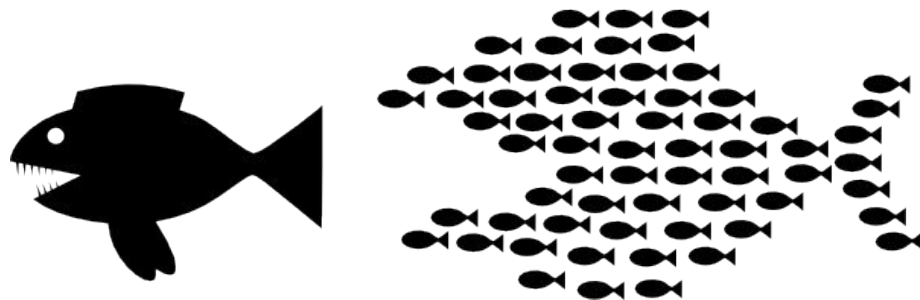
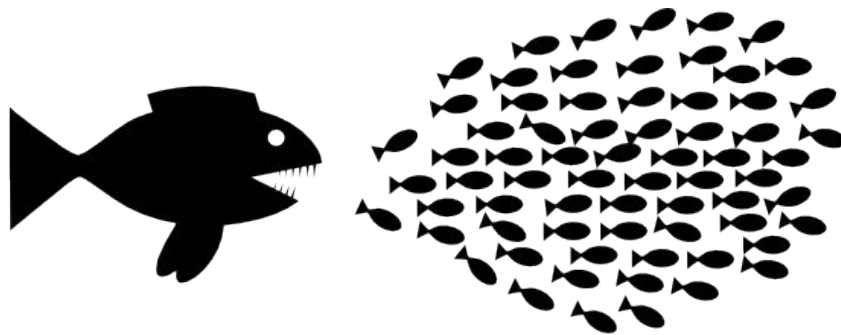
# Relational: Power in mutually beneficial relationships

- Self-interest of base
- Connect over shared values
- Time & commitment
- Consensus-based
- Everyone's participation



# Organizing

- Relationships to build shared power
- Affect self-interest of target
- Identifying what's at stake keeps people committed in the long haul
- Identifies who is most impacted, then centers their leadership
- Consensus based on needs of community
- Identifies the “issue” and “solution” through conversations with those most impacted





How has relationship  
building impacted  
turnout to your actions?

How could it in the  
future?

What have you  
gained/could you gain  
from building  
relationships with those  
most impacted?

# Recap: What we learned

## Types of power

- Systemic
- Dominant
- Individual
- Collective
- Relational

## How we relate to power

- Activism
- Advocacy
- Organizing

# What are the similarities between activism, organizing and advocacy?

- All dealing with people
- We use all three to create social change
- Both generate ideas and have impacts
- Making noise collectively!
- They all overlap
- 
- 
-



# What makes them different?

- Organizing
  - Centers those most impacted
  - Building base, then identifying issues
- Advocacy
  - Issues, then base
- Activism
  -

In your next NCJW effort,  
consider the different types  
of power at play, and how  
you can better influence  
systemic and dominant  
powers.

Questions? Contact Ari at [ari@ncjwdc.org](mailto:ari@ncjwdc.org)  
and Lindsay at [lindsay@ncjwdc.org](mailto:lindsay@ncjwdc.org)