

RESIST. REVOLT.

What Is Organizing?

Alone we are exploited. Together we are a force.

Introduction

Organizing is the work of building relationships between working people and turning those relationships into collective power. Organizers find, recruit, train and develop comrades who change the conditions of their own communities. The ruling class is already organized. Our job is to make sure the rest of us are too.

Voices on Organizing

"The philosophers have only interpreted the world, in various ways; the point is to change it."

– Karl Marx

"The duty of the organizer is to provide people with the opportunity to work for what they believe in."

– Fred Ross, Sr.

Organizer and scholar Marshall Ganz describes the work as identifying and developing leaders, building community around them, and building power out of that community, then challenging people to act together on their shared values and interests.

Why does organizing matter? When the margins are close, organized people are the difference between winning and losing. Money can buy ads. It cannot buy a neighbor's trust.

How We Organize

We use every tool available to reach working people where they are.

Build a mass organization	We need a large, disciplined base of comrades now, so we can have every conversation it will take to win.
Make calls and knock doors	Research shows the most effective way to turn people out is a high-quality, face-to-face conversation.
Expand the electorate	Voter registration is the most efficient way to bring the shut-out and the overlooked into political life.
Sign people up to vote by mail	Voting by mail is the easiest way to vote for people working long or unpredictable hours. Voters on the Active Early Voting List (AEVL) are more likely to vote.
Use digital tools	Meeting people where they are increasingly means meeting them online and on their phones.

Organizing Is List Building

We build two lists, and every action we take feeds one or both:

The list of comrades	The people we recruit to knock doors, make calls and register voters.
The list of supporters	The people we register and turn out to vote through doors and calls.

Build the lists. Turn them out. That is how working people win.