

THE TEN RULES OF COMMUNITY ORGANIZING

1. Nobody's going to come to a meeting unless they know about it.
 - ✓ Actively get out the word: fliers, social media, media
2. Nobody's going to come to the meeting unless they've got a reason to come to the meeting.
 - ✓ Keep your outreach simple and powerful.
 - ✓ People will come out of self-interest, so make certain they know this is the place to be to solve their problems.
3. If an organization doesn't grow, it will die.
 - ✓ Keep people engaged; bring in new recruits.
4. Anyone can be a leader if they get the skills.
 - ✓ People who rise to the occasion and are willing to learn new skills make good leaders.
5. The most important victory is the group itself.
 - ✓ Winning builds confidence and gets new people involved.
6. Not everyone is easy to work with.
 - ✓ Learn how to handle conflict and nay-sayers.
7. Sometimes winning is losing.
 - ✓ If you have you co-opted by the 'man', you lose your own integrity and your ability to make change happen.
8. Tactics are only part of organizing.
 - ✓ Tactics get attention, they don't get you change. Tactics are just part of the strategy to make change.
9. If you're not fighting for what you want, you don't want enough.
 - ✓ Just don't pick the easy fights, ultimately it is the hard battles that get you real change and power.
10. Have fun.
 - ✓ Everyone wants to be with a winner, so celebrate your victories.
 - ✓ All business and no play makes for a dull, shrinking organization. Aside from victories, celebrate birthdays, holidays. Have a summer bbq, a brunch, a pizza party, bingo games, domino tournaments.