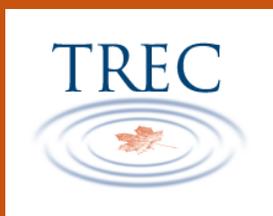




NETCHANGE TRAININGS

Networked Organizing Campaign Grid

IN PARTNERSHIP
WITH



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This worksheet reviews the key components of the networked organizing approaches led by the Lock the Gate Alliance, citizens against the Northern Gateway Pipeline in Kitimat and Bold Nebraska. Breaking down these campaigns into their common approaches and considerations, the grid is designed to help you design or redesign your current campaign based on these best practices.



WORKSHEET 1: COMMITMENT TO BUILDING POWER

Campaign planning should ideally begin with a realistic power analysis and Theory of Change.

Approach	LTGA/Kitimat/Bold Nebraska	Your campaign
Have you done your power analysis?	These campaigns all started with a power analysis that determined that their elected officials could not be counted on to protect their interests and that their initial political leverage was insufficient to change this.	
Are you committed to building power from the ground up?	To move the needle on their issue, these campaigns decided to focus their energies on building up their base of grassroots supporters to gain political leverage through people power.	

WORKSHEET 2: MOBILIZING FRAME/ ISSUE (RE) ALIGNMENT

Campaigns that seek to mobilize people from the ground up need to create an engaging issue framing that speaks to their base.

Approach	LTGA/Kitimat/Bold Nebraska	Your campaign
Are you appealing to the first order concerns of your stakeholders?	Each one of these campaigns focused on local land and water security concerns first and foremost when engaging supporters and then wider concerns for the environment second.	
Is framing open enough for diverse stakeholder groups to find their connection to it?	By leading with shared concerns for land and water, these campaigns spoke to everyone. All three also focused on local political empowerment and people's sovereign right to decide what happens in their communities. These are unifying, not polarizing starting points.	

<p>Do you have an oppositional frame to work with? (ie. ordinary folks vs. the bad guys)</p>	<p>It's always easier to rally solidarity and support if a community feels mobilized against a common villain. These campaigns could all point to a big corporation pulling the strings and using its power and influence to call the shots against the interests of locals.</p>	
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WORKSHEET 3: WORKING AS A NETWORK

Campaigns that seek to build links between different communities of stakeholders generally operate best as issue-based networks rather than institution-dominated coalitions.

Approach	LTGA/Kitimat/Bold Nebraska	Your campaign
<p>Can you hold back your organizational identity and start unbranded events?</p>	<p>These campaigns engaged with their communities by holding open meetings around shared concerns. These were not branded as the official events of one organization, even if larger orgs were supportive behind the scenes.</p>	
<p>Can local groups wield power and forge their own identities?</p>	<p>LTGA and Bold Nebraska aimed to spark local groups that rallied around the larger issues they were facing. These local groups maintained their own decision-making structures, had some say in larger campaign decisions and often kept their own branding and local identities distinct from the central organizing group.</p>	

WORKSHEET 4: ROLE OF GRASSROOTS SUPPORTERS

To create deep engagement and common purpose, mobilizing campaigns are designed to give grassroots supporters key roles in moving the cause forward.

Approach	LTGA/Kitimat/Bold Nebraska	Your campaign
<p>Do you have a recruitment process to build base?</p>	<p>All three campaigns started local groups by hosting assemblies, film screenings or vast door to door consults in order to recruit large numbers of supporters.</p>	

Is there something that every supporter can do?	Designed to run on people-power, these campaigns directed supporters to do further outreach to peers through phone and door knock canvassing and also to mobilize their peers to attend rallies/blockades and crucial votes.	
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WORKSHEET 5: ROLE OF SUPPORTING ORGANIZERS

Leading the network, supporting organizers managed resources carefully, put in the time necessary to build relationships and focused network energy on key moments.

Approach	LTGA/Kitimat/Bold Nebraska	Your campaign
Are you equipped to nurture a network?	Central staff in these campaigns were dedicated to seeding local groups and supporting them by facilitating communication and coordination throughout the network and distributing resources.	
Can you commit time to building long-term relationships?	To build key relationships with indigenous communities, Bold Nebraska and Kitimat organizers put in years of ‘showing up’ time to make this happen.	
Can you guide the network towards its moments of truth?	While local groups often organized some activities independently, LTGA and Bold Nebraska organizers coordinated important days of action that required the participation of all parts of the network. These were chosen carefully so as not to burn out the energy and resources.	