

IT'S TIME TO BUILD POWER

Any organization that is serious about advancing social justice or any form of social change in the community has to be serious about **building power**. Tactics for change that do not include a strong analysis of power and self-interest or that fail to truly include an effective strategy to build power will not work.

WHAT IS POWER?

Power is leverage. It is about the extent to which you are able to elevate and integrate your priorities, policies, and vision of the world you want into the broader society.

Power is about the extent to which you are positioned to enhance or inhibit the goals of those pulling the institutional and systemic levers. It is about the extent to which you are able to become the ones pulling the institutional and systemic levers of our society.

Power is **organized people** and organized money.

HOW TO BUILD A BASE OF PEOPLE POWER.

1

Know your People

Who is most impacted?
Who has the most to gain by seeing this change happen?

2

Leverage Existing Engagement

Engage them at natural points of entry.
Invite deeper conversation.

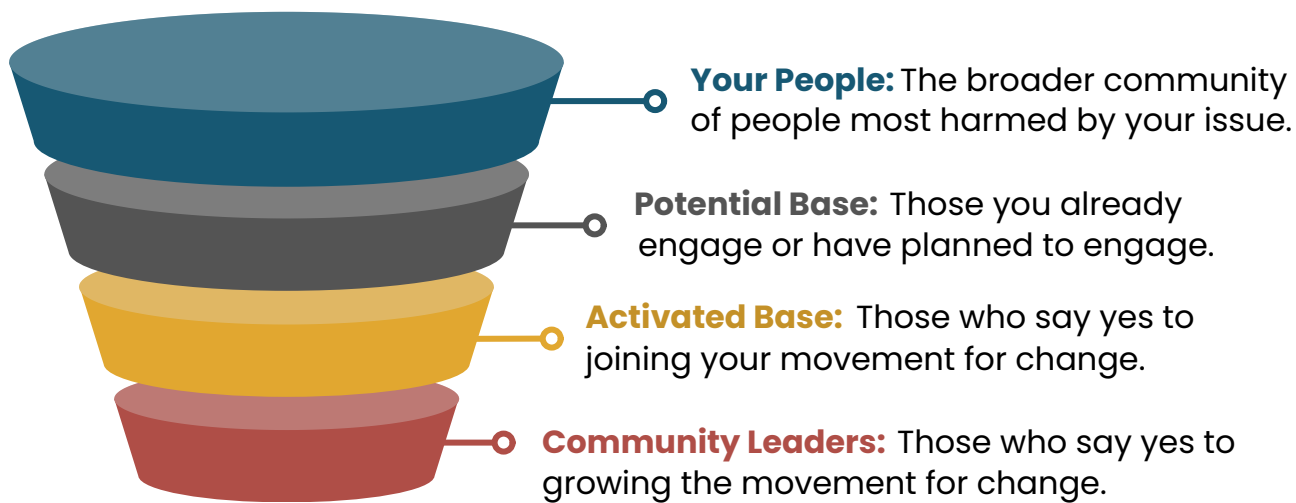
3

Test & Build Leaders

Intentionally invite them to take on aspects of base building.

BUILDING A BASE OF PEOPLE POWER

It's important to take time to identify and grow your base. Many leaders mistakenly believe your base is all those who exist within the community of people most harmed by the status quo. In actuality, **your base are those who are activated, will answer the call to action and help move the needle toward systemic.**



SIMPLE CONVERSATION STARTER TO ENGAGE POTENTIAL BASE

- Introduce yourself, your role, and your group.
- Ask simple questions to identify interest.
 - What's your name?
 - How long have you lived here/been connected to this org/issue/etc.?
 - Share the why and what of your conversation.
 - Ask them what they know about the problem.
 - My role is to build community with folks who care about tackling this issue. I'd love to get to know you more.
 - Would you be willing to sit down with me for 30 minutes to talk more about your experience and some of the things we're doing?

TC Leadership Assessment Tool

A critical part of base building is the identification and development of leaders. The TC Leadership Assessment Tool is designed to help you intentionally test and identify leaders in your movement for change.

How to use the rubric: Each person who joins your base begins at tier three. They are then invited to take action that helps grow your base (e.g. bring three people to a community meeting, share your story during a meeting, etc.) Individuals will move up or down the leadership spectrum based on their willingness and ability to follow through.

