



Building Power, Building Health

Doran Schrantz, ISAIAH

October 13, 2016

Mobilizing Action for Resilient Communities (MARC)

Introducing ISAIAH and PICO

- ❖ **ISAIAH** is a faith-based, community-organizing organization with 100 member congregations in the Minneapolis and St. Paul metropolitan area, and greater Minnesota. ISAIAH is a vehicle for congregations and people of faith to work collectively for racial and economic justice.
- ❖ **PICO**, People Improving Communities through Organizing, is a national organizing network of 55 affiliates across the country working for economic, racial and social justice.

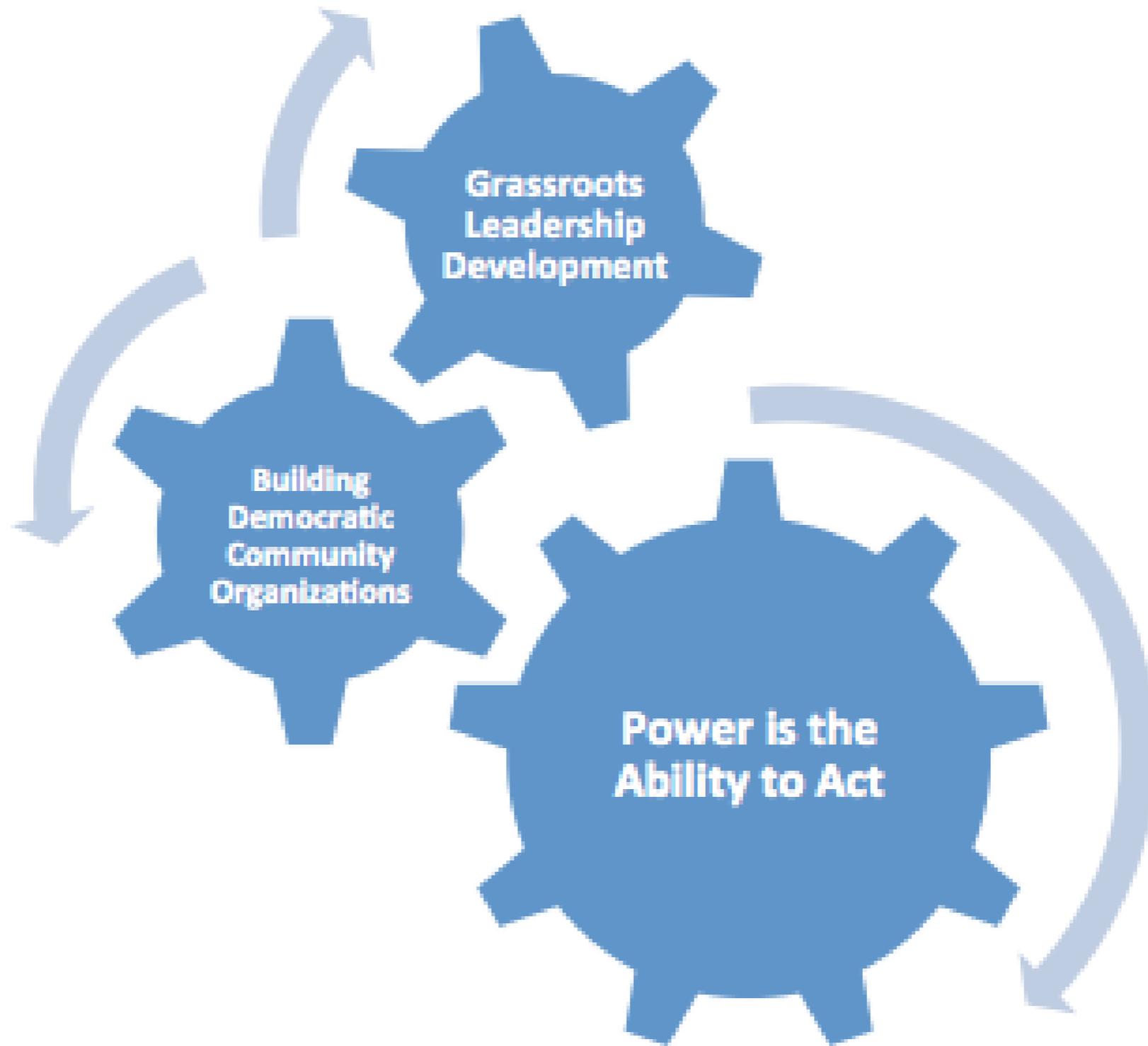
What is Community Organizing?

A set of disciplined strategic practices to build democratic and collective power to assure the conditions in which a community or communities can thrive.



- ❖ Grassroots Leadership Development
- ❖ Building Democratic, Accountable, Sustainable Community-Driven Organizations
- ❖ Theory of Change which says Power, “The Ability to Act”, is essential

Community Organizing



What is Power?

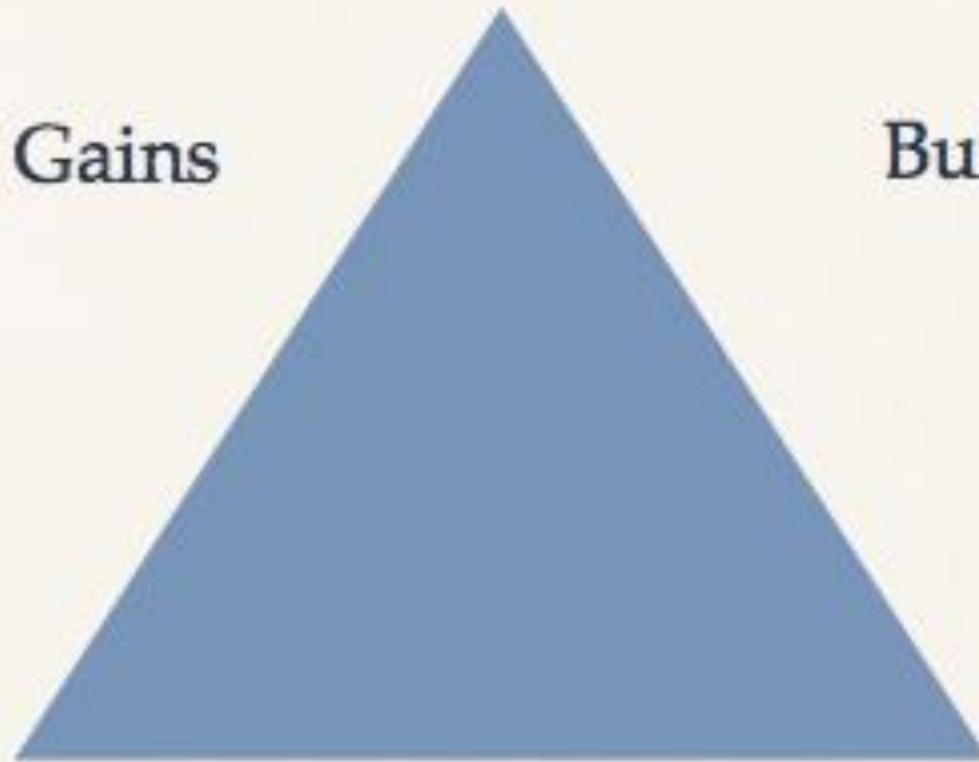
The Capacity
to ACT.



3 Faces of Power

Immediate Political Gains

Building Infrastructure



Shifting Narrative

Choosing An Issue. . .

- ❖ **Engage People:** Deeply Felt and Widely Experienced
- ❖ **Measurable Outcomes:** What will be concretely different in people's lives?
- ❖ **Winnable:** We have the power to win.
- ❖ **Shifting Narrative:** Issue has ability to shift public debate
- ❖ **Builds Our Capacity** for the Future



Problems vs. Issues

- ❖ A “problem” is global and general.
 - ❖ Poverty, Global Warming, Gentrification are “problems.”
- ❖ An “issue” is specific and measurable. You know if you achieved it or not.
 - ❖ Raising minimum wage, banning plastic bags and inclusionary zoning are “issues.”



Changing Power: Issue Campaigns

The Power to Decide!

Engaging the Tension: Strategic Campaigns

- ❖ **Theory of Change:** Who Decides? How do we change the decision?
- ❖ **Strategy:** Driving Focus of the Campaign
- ❖ **Tactics:** Actions to enact our strategy

Examples:

- ❖ Raising the Minimum Wage
- ❖ Sentencing Reform
- ❖ Earned Sick & Safe Time
- ❖ Poverty Profiteering



Those who profess to favor freedom and yet depreciate agitation,
are people who want crops without ploughing the ground;
they want rain without thunder and lightning;
they want the ocean without the roar of its many waters.

The struggle may be a moral one, or it may be a physical one, or it may be both. But it must be a struggle.

Power concedes nothing without a demand. It never did and it never will.

--Frederick Douglass



ISALIAH

Faith in Democracy