

Movement Building

Movement building is the effort of social change agents (e.g. social justice activists) to engage power holders (e.g. governments, corporations, banks, etc.) and the broader society in addressing a systemic problem or injustice while promoting an alternative vision or solution.

Movement building requires a range of intersecting approaches, through a set of distinct stages, over a long-term period of time.

Through movement building, organizers can:

- Propose solutions to the root causes of social problems;
- Enable people to exercise their collective power;
- Humanize groups that have been denied basic human rights and improve conditions for the groups affected;
- Create structural change by building something larger than a particular organization or campaign; and
- Promote visions and values for society based on fairness, justice and democracy.

SOURCE: Definition of movement building from Movement Strategy Centre in *the Roots: Building the Power of Communities of Color to Challenge Structural Racism*. Akonadi Foundation: 2010:
<http://www.racialequitytools.org/resourcefiles/akonadi1.pdf>

Different Advocacy Groups

Black Lives Matter – Toronto

OUR VISION

To be a platform upon which black communities across Toronto can actively dismantle all forms of anti-black racism, liberate blackness, support black healing, affirms black existence, and create freedom to love and self-determine.

OUR MISSION

To forge critical connections and to work in solidarity with black communities, black-centric networks, solidarity movements, and allies in order to dismantle all forms of state-sanctioned oppression, violence, and brutality committed against African, Caribbean, and Black cis, queer, trans, and disabled populations in Toronto.

Migrant Workers Alliance for Change

OUR VISION

The Migrant Workers-Alliance for Change will strive to build a strong community alliance of migrant workers, activists, grassroots community groups, community faith groups, and labour organizations to develop a range of activities to campaign in support of the demands for change in (LCP), (SAWP) and others in the (TFWP).

Crucial to the Migrant Workers-Alliance for Change vision is its commitment to promote migrant workers' leadership development to ensure their engagement, participation, and direction of the alliance activities.

Idle No More

THE VISION



"Idle No More calls on all people to join in a peaceful revolution, to honour Indigenous sovereignty, and to protect the land and water"

INM has and will continue to help build sovereignty & resurgence of nationhood.

INM will continue to pressure government and industry to protect the environment.

INM will continue to build allies in order to reframe the nation to nation relationship, this will be done by including grassroots perspectives, issues, and concern.

Canada Without Poverty

Canada Without Poverty (CWP) works to relieve **poverty** using a human rights approach that is rooted in international law. We believe that poverty is a violation of the fundamental human rights that everyone is entitled to by virtue of being a person, especially the right to an adequate standard of living.

For a small organization, CWP has a lot going on! At any given time, CWP is working on a variety of projects to relieve poverty, from running workshops across the country to publishing a Human Rights Guide for workers and government officials to presenting to the United Nations about the realities of poverty in Canada. We also provide insight into poverty-reduction strategies at the provincial level, a bi-annual online course on economic and social rights, and are co-leads of the Dignity for All campaign. Finally, Canada Without Poverty speaks out against discrimination and stereotyping of people living in poverty.

ACORN

ACORN (Association of Community Organizations for Reform Now) Canada is an independent national organization of low- and moderate-income families. We have over 102,000 members organized into twenty neighbourhood chapters in nine cities across Canada. We believe that social and economic justice can best be achieved with a national active membership who are invested in their organization and focused on building power for change!

Since 2004 our members have won several important victories including: Provincial Payday Lending legislation in Ontario and BC, and working in coalition to raise the Minimum Wage in Ontario to \$11/hour plus indexing to inflation, ending the child support clawback in BC to put \$13 million back in the pockets of single parents - and many more!

Other national and provincial campaigns: Remittance Justice, Internet for All, Healthy Homes, Fair Banking, Wages Rising (for a \$15 minimum wage) and Disability and Social Assistance Rights. All of our offices offer free tax preparation services.

People power makes change happen

Organizing to Win: The Five Steps Worksheet

Creating a grassroots campaign plan: Mission, goal, targets, strategies, and tactics

(Modified from the Broadbent Institute webinar)



Step 1: Define your campaign's mission / vision

- What change do you want to see in your workplace/union/community?
- What is the end result you're working toward?

Pro-tip: Your mission or vision should be one concise, specific statement about the change you seek to make. It can be a big-picture, transformative, compelling and substantial but yet specific and focusses on one issue.

Consider what other groups have done to work towards this vision in the past and currently- both success and failures. Who might benefit or lose from this vision? What is the current political climate and public opinion on this issue? This may require research and analysis.

Step 2: Define your campaign's goal

- What needs to happen to achieve your mission?
- When do you need this to happen?

Pro-tip: Your campaign goal should be SMAART (Specific, Measurable, Actionable/Assignable, Achievable, Realistic, and Time-Based).

(See Smart Goals and Objectives handout).

Step 3: Identify your targets and audience

Target:

- Who has the resources, ability and/or power to create the change you want? (e.g. federal government, corporation, etc.)
- What does that person (or group) need, want and care about? OR what power or strengths (e.g. money, reputation, political clout, etc.) and what vulnerabilities (e.g. voters, reputation, consumers, etc.) does that person have? (Keep in mind your power and vulnerabilities.)

Audience:

- Who can influence the target or those with power to make the change? (e.g. union members, voting public, consumers, etc.)

Fill out the table below. Be specific!

We have broken this into four pieces. You may need all four, just one, or more.

	Elected Officials	Organizations & Government	Public	Other
Targets				
Target needs & wants (What powers and vulnerabilities)				
Audience				

Step 4: Outline your strategies and tactics

Now that you have your goal, target, and resources thought through, what strategies (or approaches) will you use to achieve your goals? Which tactics fall under those strategies?

When you think about your tactics, be very specific and have measurable metrics and a date (or dates) assigned to them. Here's an example:

STRATEGY	TACTICS	METRICS
Raise awareness of the effects of poverty on children through neighbour-to-neighbour contact	Phone calls Canvassing House Parties Community events Church service messages	# of calls made per week # of Commit Cards signed per week # of unique attendees per month # of pastor sermons on poverty and poverty reduction

Strategy	Tactics	Metrics

SMAART Goals and Objectives

SPECIFIC	Have a specific, pre-planned result to accomplish. What resources (people power) are needed?
MEASURABLE	Be able to quantify and verify results. How will we know that we are on track?
ASSIGNABLE	Determine who of us will work together on it.
ACHIEVABLE	How will it be done?
REALISTIC	The goal represents a challenge but is still within the power of the group to accomplish.
TIME-BASED	Include a timetable for achieving the goal.

Example of a SMAART Goal:

As part of the Childcare Campaign, we will work with Human Rights Committees in each PSAC Region, in the next 3 months. The goal is to develop tactics and tools for ensuring the Childcare Campaign reflects demands for inclusive, culturally relevant and accessible public childcare.

Let's Get Active Strategy Guide

1. Identify a workplace, union, or community issue that is important for racialized people and that you are passionate about. Find something you would like to do some work on to help create positive change. Name the issue here:

2. What specific change do you most want to see (with regards to your issue); something tangible and doable?

3. When do you think this change should be in effect? Are there any dates of events coming up that you should consider (i.e. elections, human rights days, union events, etc.)? If yes, list them below.

4. Are there any other organizations currently working on this issue? If yes, list them below. If you don't know, consider how you might find out and write your response below. If no – move to next question.

5. Who do you need to target in order to make the change you want to see? (there may be more than one person/group here)

6. What research do you have to do to be able to effectively address this issue?

7. What other people/groups/organizations, would be likely allies on this issue? (list them below)

8. What are some possible tactics that will help you to be successful in bringing about this change? (list them below)

9. Who needs to be consulted in order to create an effective (smart) strategic plan for change on this issue?

10. What are the first steps you will take, after the conference, to follow up on doing some work around this issue?