

Welcome to the next KFTC chapter building armchair seminar. We are going to wait just a couple of minutes for everyone to join the webinar and also dial-in and then we will get started.

First I would like to introduce myself, I am Carissa Lenfert – I am a staffperson with KFTC– I work with the Madison County KFTC chapter and also am the Deputy Organizing Director for Chapter Development and work out of our Berea office. Thanks for being on the webinar tonight to increase your chapter development skills!

Welcome & Review Agenda



- Welcome & Introductions. (7:30 to 7:35 p.m.)
- What does it mean to build grassroots power (7:35 to 7:45)
 - What is power?
 - Sources of power?
 - Levels of power?
 - What it all means for building chapters
- Nuts and Bolts of Recruiting New Members (7:45 p.m. to 8 p.m.)
- Building Outreach Plans! (8 to 8:20)
 - Components of a good plan
 - Tips and Tricks!
- Questions/Discussion (8:20 to 8:30)
- Adjourn (8:30 p.m.)

Tonight's webinar will focus on identifying and building a new, diverse set of members in your chapter.

REVIEW AGENDA ON SLIDE

And then we will have a short bit of time at the end for questions and discussion. If there are more questions than we have time for, I am happy to talk one on one to discuss all of this information more.



Let's first go around and introduce ourselves and where you are from and think of two reasons you got involved in KFTC and/or why you stay involved?

What is power?



Since the topic of this workshop is to help KFTC leaders build more powerful, diverse local chapters. It seems like a good idea, therefore, to do some thinking about what we mean by power. How can ordinary people build and exercise power?

Think for a minute about, “What is power?” and “What are some sources of power?”

Go around the room and gather responses, one at a time, from each person.

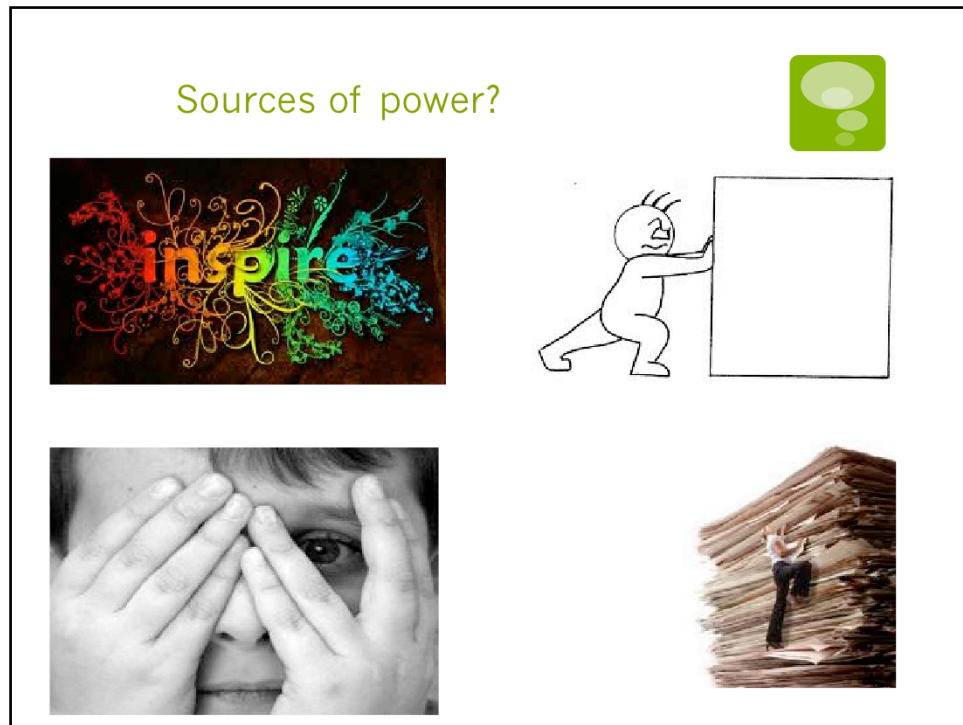
What is power?



- Control.
- The ability to get what you want, shape the actions of others, prevent things from happening, decide what rules people live by, and determine what people think is possible.
- The ability to get things done and to make change happen.

REVIEW SLIDE

What do you think about this list? Anything that doesn't make sense? Or anything that is missing?



So, now that we discussed what power is. What are some sources of power?

(Ask the question and wait for responses, and then flip to next slide)

Sources of power?



- Political (votes, favors, strength of organizational backing, relationships, charisma, persuasion...)
- Economic (control of jobs, wages, hours, rules, conditions, survival, capital...)
- Ideas (use of myths, symbols, ideas, values, images and opinion shaping institutions like media and schools)
- Institutional (control of the rules, timetables for decision making, access to information)
- Force (ability to repress, suppress, twist or kill challenges and challengers)
- Inspirational (use of moral arguments, music, art, or example to bring out the best in others)
- Fear (use of worst case scenarios, stereotypes, or images to arouse strong negative emotions)

So, now that we discussed what power is. What are some sources of power?

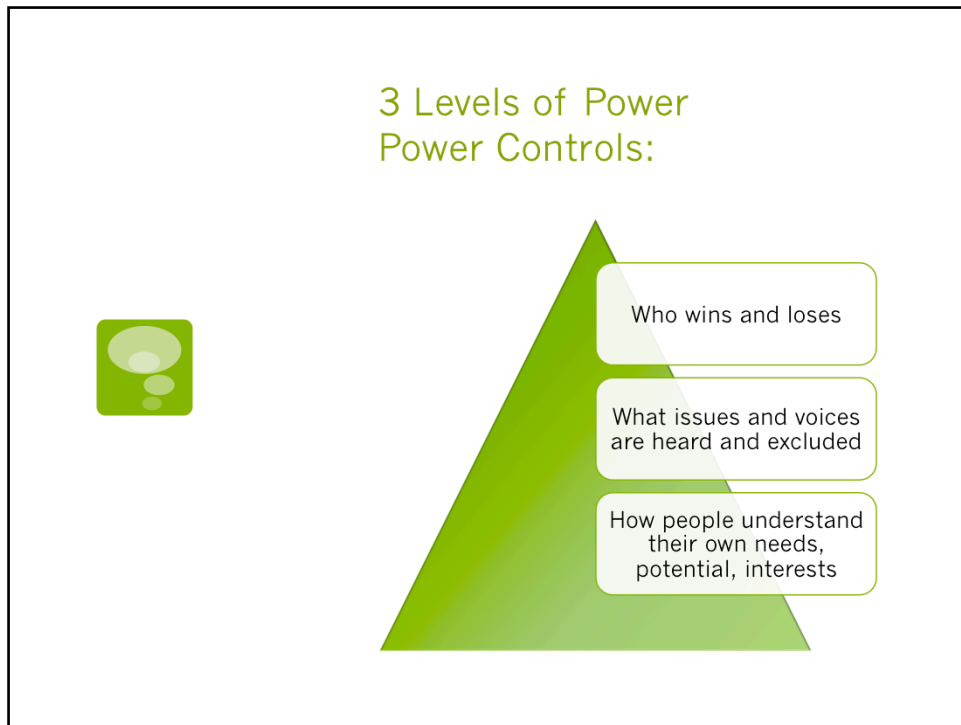
(Ask the question and wait for responses)

Possible answers include:

Which of these are most important to KFTC?

What do you think about this list? Anything that doesn't make sense? Or anything that is missing?

We often think about power as a bad thing. But it isn't necessarily bad. And successful grassroots organizing campaigns relying heavily on building and using power. Power is really just the ability to get things done and expand what people believe is possible. Understanding power – what it is, how we can build power through grassroots organizing, and how we can use it is essential in grassroots organizing and shapes our ability to win on the issues we care about!



There are three important levels of power:


power controls the outcomes of decisions and contests (who wins and who loses)

power controls what issues and voices are heard or excluded from the debate

power controls how people understand their own needs, dreams, interests, goals and potential

When we talk about building people power, we are often talking about trying to build enough power to win what ever issue or decision is at stake. But it is important to understand that organizing, at its best, also builds power on the other two levels.

Working to change power relationships means more than winning an issue. We are also trying to bring new voices to the table and transform how people see themselves and their role in the world. This is one reason why we don't just work with "white middle class voters." to win on our issues. **We believe that who is included and how really matters when making change. And this really matters when we think about who and how we want to recruit members into KFTC!**

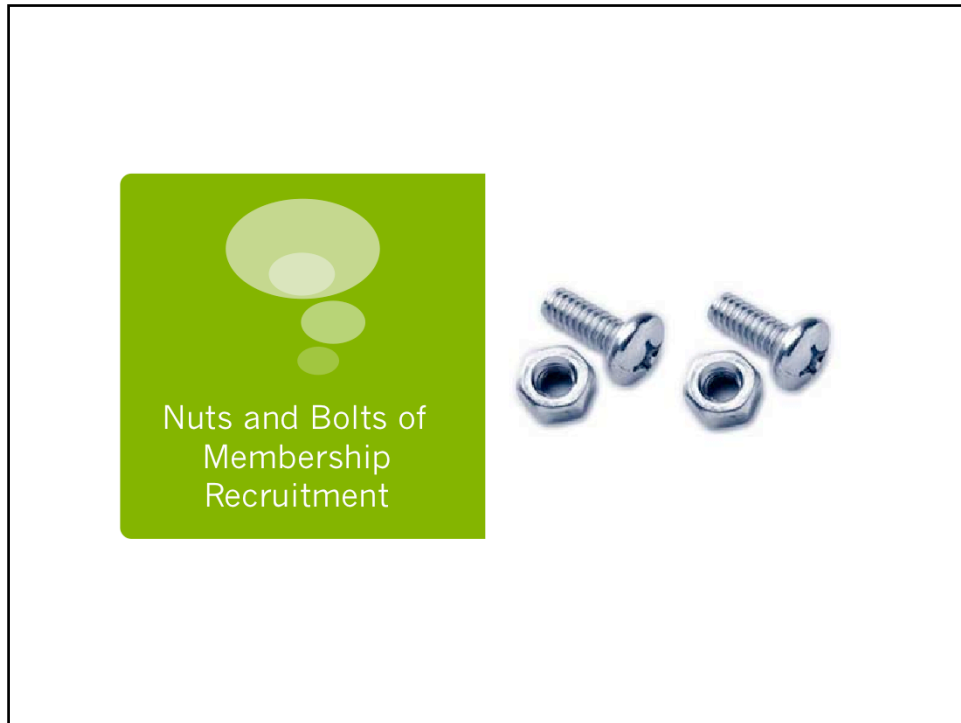


Group Discussion:

- “What would it look like to have a powerful KFTC chapter?
- How many people would we have?
- What kinds of people would be involved?
- What would they do?
- How would they work together?
- How would they use their power?

(Ask the groups the questions on the slide and gather responses).

Summary: KFTC seeks to change power relationships – not just win issues. This basic principle shapes who we work to organize, how we make decisions, and what strategies we use. Building power in KFTC means more than getting numbers of people involved. It also means helping those people understand our vision for social change. Working to build diverse chapters isn’t just a nice idea. It is an explicit part of our strategy to build power among groups of people who are historically excluded from public decision making.



So, before we begin talking about building an outreach and membership recruitment plan, let's talk a little bit about what is involved in good membership recruitment and asking people to join KFTC.

What does membership in KFTC mean? What do members gain out of it?



Ask: What does membership in KFTC mean? What do people get?

Membership in KFTC



- Receive KFTC newsletter
- Receive action alerts and opportunities for leadership development
- Opportunity to shape social justice issues locally and statewide
- Their voice is seriously heard and valued
- A community of diverse people with shared vision/values
- They are challenged to learn, grow, take risks, take leadership
- They have access to a staff that is committed to their personal development.
- Sense of self-worth
- The power to influence and change the future of KY
- They get the right to vote and govern their own organization.

Here are some of the ideas that have been generated in past workshops about what people gain from KFTC membership.

REVIEW INFORMATION ON SLIDE

What do you we think about this list? Does this spark any new ideas or thoughts?



Why do we think people join KFTC?

Why join KFTC?



- To address individual needs, problems.
- To advance a broad vision of social change.
- They believe in KFTC and our goals.
- They have personal relationships or friends in KFTC.
- They are angry. They want help. They want to be involved.
- They were ASKED!



REVIEW IDEAS ON THE SLIDE

Which of these seem the most important to you? Anything not on here that should be?



So, why does KFTC need a growing, diverse set of members? Why do we even have members anyway?

Why does KFTC need a growing set of diverse members?



- Membership is a measure of our power and strength.
- Dues are a measure of people's ownership and investment in KFTC.
- Grassroots money (dues) can be used for lobbying.
- Foundations base their grants – in large part – on the fact that we have a real base.
- As a membership organization, we are who we recruit!





Group
Discussion:

What are some of the most important
things you should say when asking
someone to join?



What should you say when asking someone to join?



- KFTC is grassroots and membership based.
- We are a statewide group working for social and environmental justice.
- We are committed to building a diverse membership and working against racism.
- This is your organization. You help decide which issues we work on and how!
- KFTC's history, recent accomplishments and current issues.
- Membership dues are \$15-50 based on ability to pay.
- Will you join KFTC today?



Group
Discussion:

What makes it hard asking someone
to join?



What makes it hard asking someone to join?



- I don't like asking for money.
- I don't know the person's politics, and don't want to make them uncomfortable.
- I don't know if the person will agree with all of KFTC's positions.
- I don't want to come across as if I'm selling something.
- I know times are hard and most people don't have much money to spare.
- It's hard to ask people for money to support my job (if you are staffperson).
- I'm not sure how to describe who we are in a simple, clear way.

What are some ways to overcome some of these?

Discuss good strategies for getting beyond the fear or hesitation of asking people to join. Don't talk about what makes it hard. Focus on any solutions you've tried or strategies you would like to try that can help move beyond fear to motivation. Try to identify 2-3 ideas that each of you "resolves" to do or do differently from now on.

Recruitment Outreach Plan

Build a plan for good outreach!



Individuals/Groups?

- Who do you want to reach out to?

Locations

- Where would good places to go to find those people?

Methods

- What methods would you use to reach out?

Build a Plan

- Who is going to do what and when?
Write down specific steps.

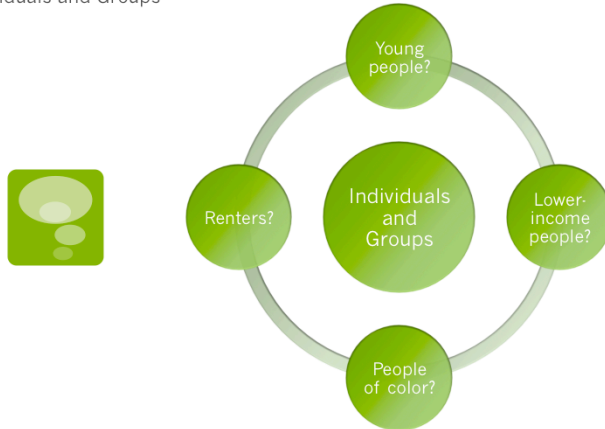
What is a realistic, but ambitious plan for your chapter?

Who is going to do **what** and **when**?

(Put together a list of steps in the order they need to happen. Where possible, indicate who and by when.)

Recruitment Outreach Plan

Individuals and Groups



What **individuals** or **groups** of people do you need to focus on?

Think about specific groups – is it young people, people of color, the unemployed, lower-income people, working families, etc. Think of groups that don't have their voice heard and should be involved. Maybe you are working on a tenants bill of rights and want to reach out to renters? Or you are working on banking and foreclosure issues and want to target home-owners facing foreclosure? Or want to reach out to people who use payday lending centers? The more specific, the more helpful.

What other groups or individuals can you think of?



Locations:

Think about where are places to go to meet the individuals and groups you identified. Be as specific as possible – location, date, times, etc. Are there businesses, churches, neighborhoods, events, etc. that might be good places to have conversations?

(Brainstorm a list and then prioritize.)

What **locations** would be good places to encounter those individuals or groups? BE SPECIFIC. NAME SPECIFIC LOCATIONS, TIMES, ETC. to be the most successful

Effective Recruitment Methods



- Door-to-door canvassing
- Houseparties
- Members ask people they know to join
- Public events
- Tabling (at events, in front of public spaces, etc.)
- One to one conversations
- Speaking to other organizations or classes
- Community meetings and events (church gatherings, etc.)
- Phone banks

(Brainstorm a list, then prioritize.)

What **methods** would you use to reach your target individuals or groups?

(Brainstorm a list, then prioritize.)

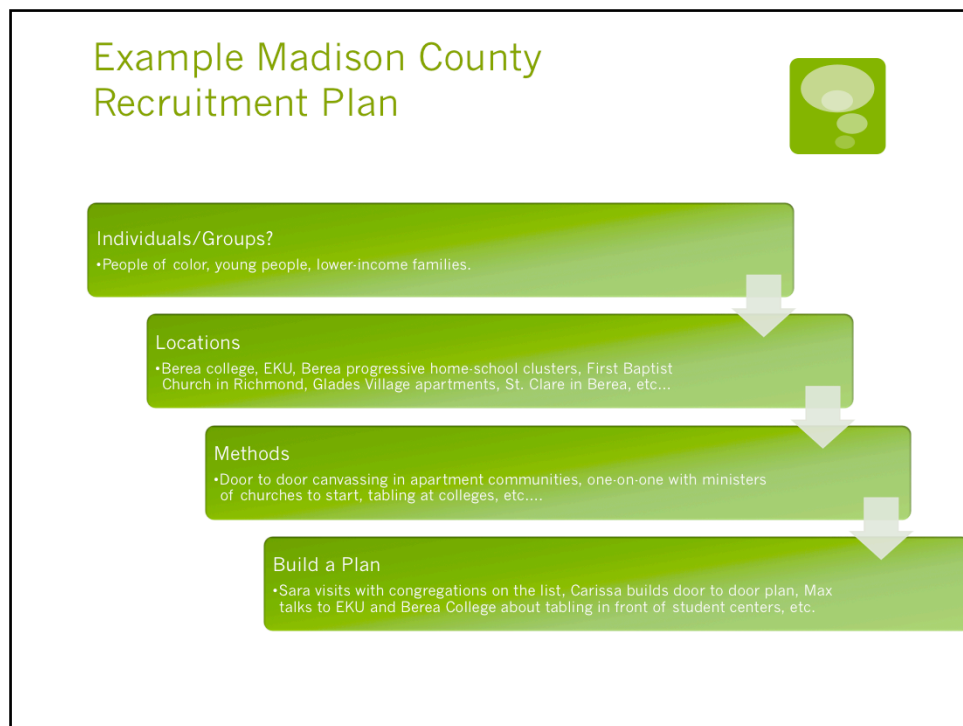
Here is a list of effective recruitment methods . All of these methods are ways to meet and talk to people about KFTC.

REVIEW METHODS.

Door to door canvassing can be hard work to do – takes a lot of time, pounding the pavement, to meet a few people – but is a great method to reach out to people who you might not otherwise have a good opportunity to meet (seniors, people without good transportation, etc.)

Houseparties are where you have a group of people over to your house for some light snacks, a short program about KFTC and hopefully ask people to join or make a donation. They are relaxed, more informal way to build relationships and have people get to know KFTC. People may come to a houseparty that wouldn't necessarily just go to a chapter meeting on their own.

Members asking people to join – this works really well. Even the best. But it is just not enough to probably get the number of new members you would like to see in your chapter – so you can't rely on it along and is why community outreach methods are also important.



Building a plan:

Here is the beginning of a possible outreach in Madison County that members could create together.....

Individuals/Groups?

People of color, young people, lower-income families.

Locations

Highschools, colleges, home-school clusters, First Baptist Church in Richmond, Glades Village apartments, St. Clare in Berea, etc...

Methods

Door to door canvassing in apartment communities, one-on-one with ministers of churches to start, tabling at colleges, etc....

Build a Plan

Sara visits with congregations on the list, Carissa builds door to door plan, Max talks to ECU and Berea College about tabling in front of student centers, etc.

Group Discussion: What do you think of this plan? What isn't on here but would be good to do? Would the group be using their time strategically?

What does an outreach plan look like in your community?



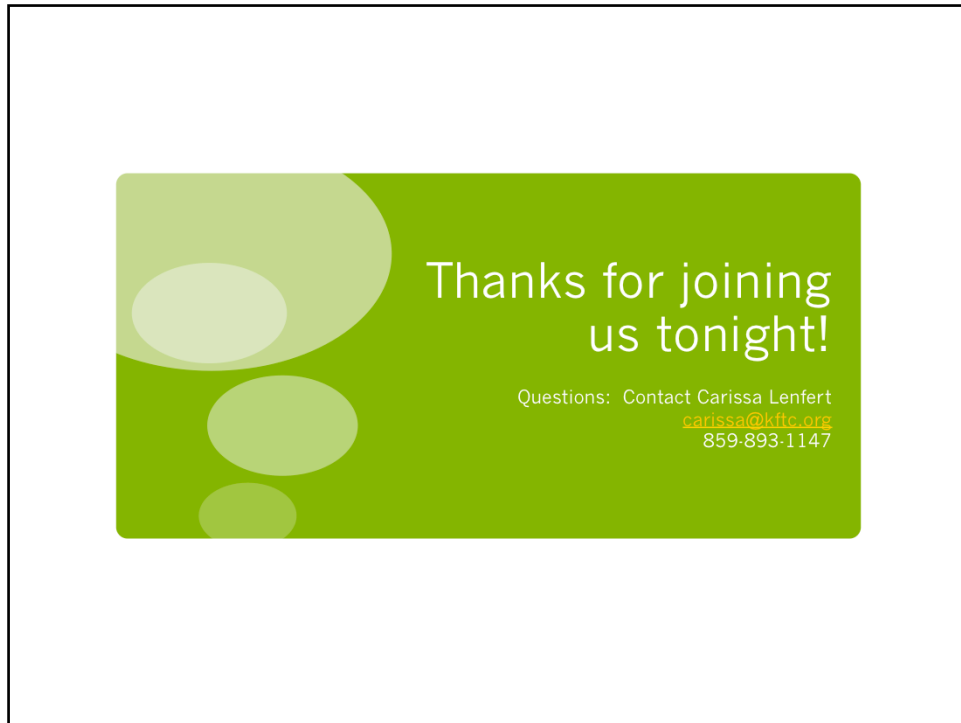
What does an outreach plan look like in your community?

What five or so people can you ask this week to join KFTC and the chapter?

What is one step you can do to meet some new people who might want to get involved with KFTC?



Any questions? Please contact KFTC staffperson Carissa Lenfert at 859-893-1147 or carissa@kftc.org.



Thanks for joining me tonight on the chapter building armchair seminar. I hope you found it helpful. If you have any questions about any of this or want to discuss it further, don't hesitate to contact me.

I am about to flip to the final slide which will let you leave feedback about this webinar – so you can let us know what you found helpful, and areas that we can continue to improve as we offer these training webinars in the future.