

# ACORN PROSPECTUS

## TAILORED ORGANIZING TRAINING



*"The sessions were very practical and hands on - I appreciate ACORN taking the time to share what they've learned with other organizers. I particularly enjoyed the doorstep conversation, there were lots of useful tips for helping people to feel empowered to take action" - Emma, Rosa-Luxembourg Stiftung*

# OVERVIEW



Our flagship course, this full day of training covers the theory and practice of organizing and provides a clear model for any organization working to build power in communities or workplaces.

- Suitable both as an introduction for organizations wanting to learn community organizing methods, or as a supplement to organizations who already use community organizing to sharpen their practice.
- Developed from a wealth of experience delivering training for ACORN members, staff and leaders while organizing in communities around the world, as well as a range of trade unions, community and tenant organizations.
- Tailored for the organization participating.

# ABOUT THE COURSE

This course is delivered by ACORN International founder and Chief Organizer Wade Rathke, recognized as perhaps the premier organizer of his generation. The federation Wade leads spans 15 countries, has over 250,000 members, and has won victories worth billions of dollars for its low and moderate income constituents.

Over his 50 years as a welfare rights organizer, community organizer, and labor organizer, Wade has united people at the bottom income levels around their issues to build sufficient power so that they could impact their lives, improve their communities, and change the direction of their country. He has delivered countless training sessions around the world.



# ABOUT THE COURSE

This course is designed to meet the participating organization where it is, and tailored around their needs.

We can offer a comprehensive introduction to the theory and practice of community organizing, as well as deep dives into areas the organization needs to develop in.

*A draft agenda of the introductory course can be seen here:*

1. What is organizing?
2. Theory and Principles of Organizing
  - Strategy
  - Tactics
  - Action
  - Leadership
  - Listening
3. Key Skills of Organizing
  - Leadership Development
  - Organizing Conversations
  - Recruitment
  - Leadership
  - Barriers for people in taking part, and how to overcome them.
4. Organizing drives- organizing a neighborhood/ community of interest from start to finish and lessons from the field
5. From principles to practice: implementation within your organization and how to develop what we've learned.

# ABOUT THE COURSE

*Resources for participants to take away and use will include:*

- A participatory campaign strategy chart
- A guide to organizing conversations
- A step by step guide to an organizing drive
- A template and guide for leadership development.

*Some examples of other areas the course can cover include:*

- Campaign training for on-going and future campaigns
  - Training on theory, strategy and tactics of a campaign
  - Researching a campaign comprehensively
  - Workshops to design details of a new campaign
  - Planning a campaign and seeing it to a successful conclusion
- How to find creative solutions to organizing problems
- Leverage, secondary targets and alternative methods for winning campaigns
- Critical examinations of organizational weaknesses, campaign weaknesses, weaknesses in organizing practice
- Leadership development - how to take unknown participants and place them at the helm of a campaign

*“Thank you so much for organizing the talk - the focus on the potential of applying direct action techniques to the privatization of education in MATs was brilliant” - Regional Organizer, NEU*

# OUTCOMES



## For the attendees

- Understanding of organizing skills and theory.
- Ability and confidence to apply organizing theory in a practical context
- Confidence to lead in organizing, campaigning, and taking action.

## For the organization

- Leaders with the skills, confidence, and understanding to build and support community power for the organization.
- A framework to apply to strategy and planning of organizing work.
- Specific goals tailored to the organization

*“The training was so clear and effective, it’s been really transformative. The most useful parts were the approaches to building leadership and collectivizing issues, and the brilliant model for structured organizing conversations.” - Paula, BECTU*

# REQUIREMENTS

- Attendees complete questionnaires following the event.
- Travel and accommodation costs for staff delivering the course.
- Childcare provided for attendees

# PRICING

- Staff day rate: \$1000 per day
- Open to negotiation as trial/pilot

# PREVIOUS PARTICIPANTS

- ACORN staff and members
- Living Rent
- GMB
- People's Health Trust
- Unison
- Communication Workers Union
- National Education Union