

Contents

| | | |
|----------|--|-----------|
| | Preface | ix |
| | Why we need more active citizens | 1 |
| 1 | Community Organizing | 5 |
| | Before You Begin | |
| | Beginning | |
| | Forming a Core Group | |
| | Getting to Know One Another | |
| | Getting More People | |
| | Door-knocking | |
| | Block-by-Block Organizing | |
| | Organizing Around an Issue | |
| | Keeping People Involved | |
| | Leading | |
| | Meeting | |
| | Information Sharing | |
| | Fundraising | |
| 2 | Grassroots Relationships | 35 |
| | Dialogue | |
| | Deep Community | |
| | Wrangling Reduction | |
| | Mediation and Conflict Resolution | |
| | Group Structure | |
| 3 | Designing and Running a Project | 45 |
| | Real Projects Make Messy Diagrams | |
| | Researching a Project | |
| | Planning a Project | |
| | Carrying Out a Project | |
| | Publicizing a project | |
| | Evaluating a project | |
| 4 | Projects That Bring People Together | 57 |
| | Community Protection | |
| | Environmental Projects | |
| | Community Image-making | |
| | Celebrations | |

| | | |
|----------|---|------------|
| 5 | Practices That Build Community and Democracy | 69 |
| | Exchange of Services | |
| | Promoting Democracy | |
| | Promoting Community | |
| 6 | Preventing Grassroots Wilt | 83 |
| | Grassroots Wilt 1: Lack of time | |
| | Grassroots Wilt 2: Self-destructive group behavior | |
| | Grassroots Wilt 3: Tiny fiefdoms | |
| | Grassroots Wilt 4: Corrosive people | |
| | Grassroots Wilt 5: Activist motivations | |
| | Grassroots Wilt 6: Little citizen-government cooperation | |
| | Grassroots Wilt 7: Counteractive tactics | |
| | Grassroots Wilt 8: Technocratic control | |
| | Grassroots Wilt 9: Leaving everyone behind | |
| | Grassroots Wilt 10: The catch-22 of collective action | |
| 7 | Strategic Action | 111 |
| | Creating a Strategy | |
| | Creating Effective Strategies | |
| | Spawning | |
| | Workshops | |
| | Coalitions | |
| | The Strategy of Social Protest | |
| 8 | Direct Contact | 123 |
| | Contacting Government Bureaucrats | |
| | Contacting Elected Politicians | |
| | Meetings with Decision Makers | |
| | Public Meetings | |
| | Accountability Sessions | |
| 9 | Media Advocacy | 129 |
| | Media Advocacy Does a Lot | |
| | Creating Messages | |
| | Creating Actual Communications | |
| | Media Relations | |
| | Timing | |

Surveys, Petitions, Research
 Media Advisories / News Releases
 Newspaper Editorial Pages
 Video News Releases
 Press Conferences
 Ads That Become News
 Cable TV Production
 Radio
 Preparing for Interviews
 Narrowcasting

10 Confrontation 101 155

Hold On
 Rules for Radicals
 Citizen Investigations
 Web Action
 Direct Action
 Extreme Versions of Direct Action

Appendices

1 How the IAF Organizes 173

2 Social Movements: What Works 179

3 Framing the News 189

4 How to Boost Community Participation ... 195

Recommended Reading 199

Index 203