*Creating a relational organizing plan can be scary. However, have no fear: the Climate Advocacy Lab has split up the process into more manageable pieces that will help you plan things out step-by-step while keeping building transformation relationships at the forefront.*

**What is Relational Organizing?**

Relational Organizing is the ability to leverage the relationships you currently have (family, friends, acquaintances) to build a network of people both within and outside your organization to build the power you need to win.

***How have you used relational organizing in the past?***

***What kind of power do you want to build and how?***

**Leveraging your relationships**

We all have a number of relationships within our network and relational organizing is an art when it comes to figuring out which relationships to utilize.

Different types of relationships

1. A relationship with family members or those who live in your household
2. Friends and acquaintances
3. A relationship with a consistent volunteer
4. A volunteer with whom you have no relationship or connection

***Given your experience, do you think you would have a better time getting a household member to take action or a volunteer you have never interacted with?***

**Developing a relational organizing strategy tips**

* Start early
* Map your strategy with everyone on your team
* Create a foundation of base-building, political education and issue identification
* Have both online and offline techniques
* Create a ladder of engagement for volunteers
* Have clear lines of recruitment and retention
* Follow-up with volunteers

1. **What is the issue that you are trying to get your network to be involved with? What is the bold vision?**

1. **Who in your network you want to engage? How do you want to build capacity?**

1. **What types of political education can you provide for this network?**

1. **What types of tools do you want to utilize?**

1. **Any barriers that exist to doing this work?**

1. **What action(s) do you want these people to take?**

1. **Timeline of implementation**

**Relational Organizing Tools**

Examples:

* Door-to-door knocking
* In-person conversation
* Street teaming
* Texting/Whatsapp
* Social Media (Facebook, Instagram, Twitter etc.)

***What tools do you want use in your relational organizing strategy?***

**Evidence and Tools to Support Relational Organizing**

* **Data and analytics**: micro-targeting models, A/B testing programs, multi-organization analyses
* **Experimentation**: randomized, controlled tests that allow us to evaluate the impact of our relationships
* **Relational organizing case studies**: reflections about what strategies, tactics, message frames, etc. worked well in your relational organizing -- and what didn’t work so well

Many of the research shows that relational organizing is very effective when it comes voter engagement. People who are more engaged by an organizer, followed up with and encouraged are more likely to take action.

***Evaluation Questions***

***● How do you want to track how many conversations a volunteer has had with their network and what were the results of those conversations?***

***● Where do you want to track these conversations? Do you have resources for a CRM like salesforce?***

***● What do you want to measure? How are you thinking about measuring impact?***

***● What does success look like for your organizing work?***

***● How do you want to increase volunteers over time? How do you want to identify new volunteers/organizers who may not be in your network?***

**Relational organizing and Cultural organizing**

The 5 Cs

1. Culture
2. Collaboration
3. Communication
4. Creativity
5. Community

***How can you use culture and the arts to build a relational organizing strategy that builds transformative relationships?***

**Conducting a 1:1 (properly)**

*WHAT IS A 1:1?*

* A 30-60 minutes face to face conversation (now over zoom or facetime)
* A time to build or strengthen a relationship
* Figure out what matters to the person and why
* A time to identify issues that need to be addressed that do not have a current plan of action
* A time to move people from inaction to action

*TIPS*

* Make sure your 1:1 has a clear intro, middle and end
* Make sure you take time to cover a few things instead of covering too many topics
* Make sure you ask why questions
* Make sure you also talk about yourself too
* Close by leaving it open for additional conversations and if you have an ask, ask it!
* The goal is to create long lasting transformative relationships

**Choose 2 people over the next few weeks you can have a 1:1 with using the tools we just spoke about. Think of a specific ask or campaign you would like this person to be involved with and how you want to bring them into this work.**

**In your current campaigning work, think through ways you can implement a relational organizing and cultural organizing strategy. Is there a way to implement arts into your organizing?**