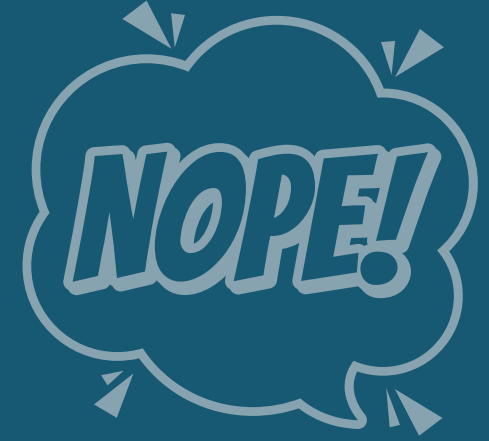


Common myths about how to build a base.

- If we keep doing mobilizing actions people will eventually show up.
- If we cultivate the perfect event or program people will come.
- If we have the right spokesperson we will ignite the people to join us.
- If we provide services the community needs people will be compelled to join our movement.

While these are all important tasks and aspects of community organizing, they are not actions that will build power.



Who is your base?

It's important to take time to identify and grow your base. Many leaders mistakenly believe your base is all those who exist within their targeted demographic. In actuality, **your base are those who are activated and will answer the call to action.**

