



**Power in the context of
social change.**

Power is the ability to act.

Power enables you to create the change you want to see.

Power is what enables you to elevate and integrate your priorities, values, and vision of the world you want into policy and societal norms.



**Power is the
ability to act. We
gain power
through...**



Organized People



Organized Money

**What comes up
for you when we
say that to
advance policy
change you must
build power?**





Work with your colleagues to complete the power map worksheet.



**How are you
currently building
power?**

To advance policy change
we must assess power,
build power, leverage
power, and engage power
brokers.



Building an **activated** and strong community.



1

Get clear about who your people are.

2

Go to your people. Don't expect them to come to you first.

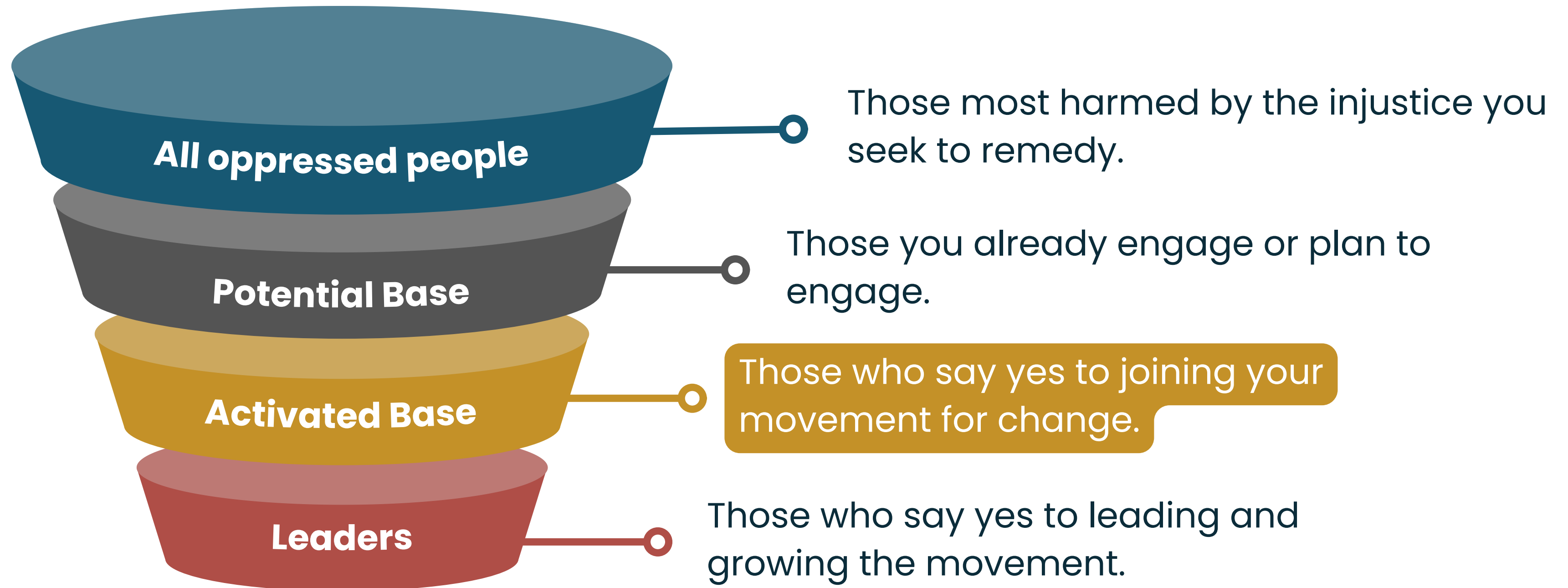
3

Engage your people and politicize them toward collective power.

4

Find other leaders.

Who are your people?



Go to the people.
Don't expect them to
come to you first!



Engage them at natural
points of entry. Invite deeper
conversation.



**Go to the
people.
Don't expect
them to
come to you
first.**



- If we keep doing calls-to-action people will eventually show up.
- If we create the perfect program or catchy event, the people will come.
- If we provide services the community needs people will be compelled to join our movement.
- **People don't come because they just don't care.**

**Go to the people.
Don't expect them to come to you first.**



- Engage people who show up to your programs and services.
- Show up where your potential base organically gather (schools, churches, barber shops, etc.).
- Invite them to a 1-1 conversation to learn more about their story, gauge what they care about.

Simple conversation starters to engage your potential base



- What's your name? (if you don't know already).
- How long have you lived here/been connected to this org/issue/etc.?
- Share the why and what of your conversation. Let them know you're trying to bring people together who want to help solve the problem.
- My role is to build community with folks who care about tackling this issue. I'd love to get to know you more. Would you be willing to sit down with me for 30 minutes to talk more about your experience and some of the things we're doing?

Politicize the people toward collective power.

Use your conversations to hear from your neighbors what they care about.

Use the space to politicize the people to power and the nature of injustice in their communities.

Help them believe that together, you can win!



Find other leaders

These are the people who will help grow your movement and activate more of your neighbors.



- Leverage house meetings and other engagements to identify and test leaders. Give them a small task. Test their follow-through.
- Use the **TC Leadership Rubric** to identify strong community leaders.

Leadership Assessment Rubric

1	2	3	4	5
ENGAGED & CAPABLE LEADER	POTENTIAL LEADER	UNSURE/ UNCOMMITTED	DISTRACTED/ LETHARGIC	ANTAGONISTIC LEADER
Repeated proven their ability to follow through and take on new tasks	Made and kept initial commitment or communicated in advance why they could not.	Someone who has not yet made a commitment. A member of your activated base who is just getting started.	Someone who avoids making commitments or who repeatedly overcommits and under-delivers.	Someone who regularly derails conversations and who specializes in giving reasons why no strategy will work.

