

# Organizer's Edge ▶

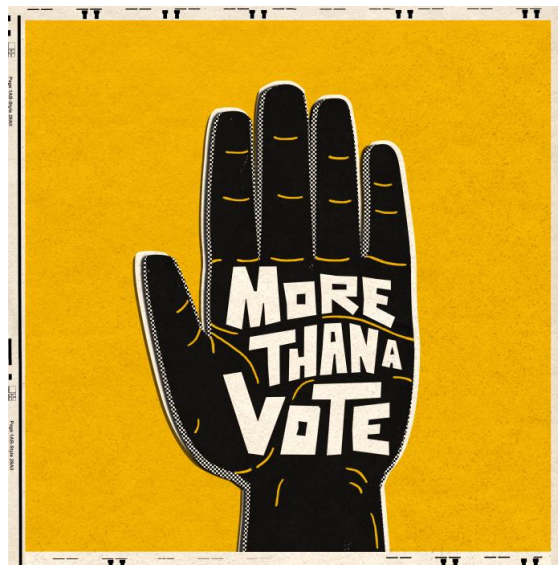
Greetings!

## Election Volunteers Can Help Build Organizations

- Michael Jacoby Brown

The last four years have begat a lot of organizations working to defeat President Trump. Swing Left, Indivisible, For the Future and others are calling and

canvassing people in swing states. Some, like [Pennsylvania Stands Up](#), where I have been leading a team of callers, hopes to build a permanent membership organization. There is a lot of money and thousands of motivated volunteers flowing in this election. Most of the money and volunteers will soon disappear.



### Missing An Opportunity

Some organizations, (like PA Stands Up), are passing up a big opportunity. They have mobilized hundreds of callers to identify Biden supporters. The callers could, with a little more time on their calls, identify those who might **also** be interested in helping out after the election and **joining** PA Stands Up. Unfortunately, they are not doing this.

### Some Are Eager to Do More

I have been calling PA voters for a couple months. Many people hang up or want to get off the phone. But a few want to help out and agree to let PA Stands Up contact them after the election. Some give me valuable information about themselves

and the issues they care about. Some give me their emails if that is a good way to contact them.



### **Identify Those Willing to Work**

If we are going to make the changes we need in our country and communities, we need **organizations** that will be around for the long haul, and not have to start anew every Presidential election. We can use the surge of election year volunteers to identify those people who want to be part of a powerful on-going organization. It's not that hard. It takes an understanding that we need to build the relationships and organizations that will work for us **after** the votes are tallied, and a little training to show callers how to identify those who want to do more than just vote.

Otherwise, we may elect good people, but have no way to hold them accountable to those who voted for them.

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### **Feedback Welcome**

We want to hear from you, your reactions, ideas, what is at the edge YOUR "envelope." Just go to...

[Visit Our Website!](#)



Who else you will hear from.....

We are just starting, but so far you can expect to hear what the following people are thinking:

Jessica Tang: Boston Teachers Union, AFT

George Luse of the Mass Teachers Assn,

Scott Reed with the PICO Network, ,

Cathy Howell, in Oregon and El Salvador, formerly with the AFL-CIO,  
Caesar McDowell of MIT,

Diana Bell of Community and Labor United,

David Hernandez of the California Education Assn,

Attica Scott, State Rep Louisville, Kentucky

Walter Davis, of the Tennessee, Health Care Coalition.

Debra Askenase, of Community Organizing 2.0,

Deb Fastino, of the Coalition for Social Justice in New Bedford, MA,

Rebecca Gutman, with SEIU-1199,

Tim Dean, of SEIU-1199,

Mary Ochs, long time organizer in Los Angeles  
and others, hopefully, including YOU

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Other Useful Links

<http://michaeljacobybrown.com/>

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# Building Powerful Community Organizations

A Personal Guide to  
Creating Groups that  
Can Solve Problems  
and Change the World

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