

January 22, 2015

Michael Jacoby Brown
training & coaching

*Helping organizations achieve their goals
through recruiting and motivating others*

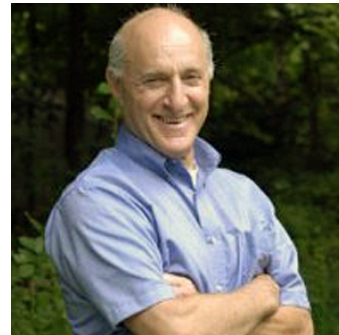
Organizer's Edge ▶

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From Michael Jacoby Brown

A Reminder from Fred Ross, Sr.

I have a little book of quotes from Fred Ross, Sr. [Axioms for Organizers, by Fred Ross, Sr.](#) One of my favorites is "*The essence of organizing is reminding.*" Normally I take this to mean that a lot of the work of organizing is reminding people - - to come to a meeting, to do what they said they were going to do -- in other words being a nudge. Yet the art of reminding also means doing this without being a pain in the ass. Knowing who to remind and who to let alone after they agreed to do something.



I never mind being reminded. I do it so often to others that I love it when someone does it to me. But some take it as an insult, so I have to be careful about reminding, and often err on the side of reminding too much. I have to learn, sometimes, when *not* to remind. Generally, that takes experience and sometimes a frank conversation with the person whether they *want* a reminder.

But this month, I was also reminded that Ross quote could mean something else. In a daylong session about gentrification, I was reminded that to win on issues we need more grass roots leaders and we have to continually go out to recruit them, develop their understanding, move people into action and create opportunities for reaction, learning and reflection. So, with, this, I was *reminded* of what I know but bears repeating -- that is, reminding. That organizing is persistent, patient, one on one work with few if any short cuts. It is often easier to go to meetings, talk to the same people and neglect the tougher work of developing new leaders who can understand power and negotiate with those in authority. I was reminded that without this we can have all the good ideas in the world but we will not win and will not sustain our organizations or the wins of the past. It was a worthy reminder. Thank you Fred.

[Community Organizing, by David Walls](#)

Book Review:

Community Organizing, by David Walls, Policy Press, 2015

To read the review [click here](#)

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

MichaelJacobyBrown.com/Contact

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 the Interaction Institute for Social Justice,

Diana Bell of Community and Labor United,

David Hernandez of the California Education Assn,

Linda Honold, of Wisconsin Voices

Attica Scott, now an elected official in Louisville, KY,formerly with Jobs with Justice,

Quinn Rallings in Alabama with the PICO Network,

Bob Van Meter with the Local Initiative Support Corporation in Boston,

Walter Davis, in Tennessee, of the National Organizers Alliance,

Deb 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,

Claudia Horwitz, of Stone Circles in North Carolina,

Mary Ochs, long time organizer in Los Angeles

and others, hopefully, including YOU

Other Useful Links

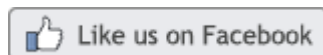
<http://michaeljacobybrown.com/>

[National Organizers Alliance](#)

[Road Map Consulting](#)

[Visions-Inc](#)

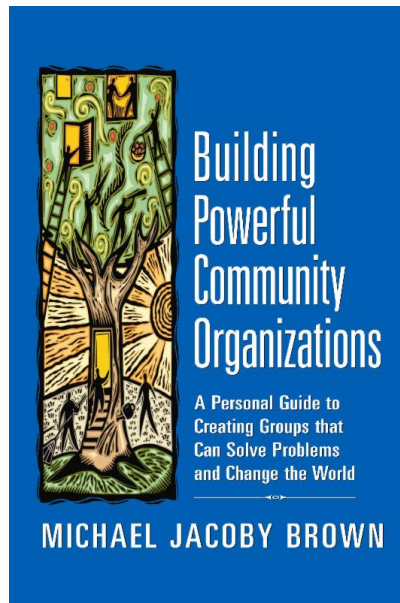
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