

SHARE:

[Join Our Email List](#)

March 2013 Organizers Edge Newsletter

The logo for Michael Jacoby Brown training & coaching features the name "Michael Jacoby Brown" in a large, bold, blue sans-serif font. Below it, the words "training & coaching" are written in a smaller, white, sans-serif font. The entire logo is set against a dark, textured rectangular background.The logo for Organizer's Edge features the words "Organizer's Edge" in a blue, italicized, sans-serif font. To the right of the text is a solid black right-pointing triangle.

March 6, 2013

Welcome to the first issue of Organizer's Edge,. I hope to provide a forum for a broad range of social justice organizers to look at what is at the "edge of our envelope" -- what other organizers are thinking about, trying to learn, what is working, what is not, and how we can be more effective.

From: Michael Jacoby Brown
March on Washington And Hold The Mayo

When I was a teenager, I went with my parents to a local report-back from some of their friends who had gone to the 1963 March on Washington. I vaguely remember their descriptions of the March but I remember vividly their mentioning how they were told, on that hot August day, ***not to put mayonnaise on their sandwiches***. Mayonnaise can easily spoil in the heat and cause bad stomach problems. It struck me then that with all the importance of marching for jobs and freedom, ***someone was paying attention to the sandwiches the marchers might eat!***

Some smart organizer realized that if the marchers got sick from eating spoiled mayonnaise on a tuna fish sandwich, their main memory of the march might be getting sick on the ride home and they wanted to avoid that. And this was an important job! Inspiration needs to be connected to practical details and the needs of real people today. It reminds me that organizers need to inspire at the highest level and also focus on the practical details. So, keep your eyes on the prize, keep hope alive, keep working for freedom and justice... and hold the mayo!

[One Organizer's Edge](#)

James Mumm, Staff Director, National People's Action

What is different from some organizing in the past? People now are not tied personal fights. We were not happy with the limited power we had. We don't want to staff in the same linear way: with one organizer able to develop so many leaders. There is no way that method of staffing is going to be successful. Too many "leaders" are professional meeting goers. We have to break out of that. We have to have organizations without a staff person and are connected to something that connects those organizations.

The power question has forced people to think and re-think what we are doing and how we are organizing.

[Read More...](#)

[This Just In From...Jessica Weinstein,](#)

with AFSCME, Washington, D.C.

AFSCME has a new President and we are trying to empower our members and staff to test new ideas - if they don't work we will try something else but we also understand that one thing will never change. Our strength is derived from our solidarity and we can only build solidarity through aggressive organizing. We have organized 40,000 new members over the last two years and understand we need to grow even faster. Our members hold the unique circumstance of providing services that every citizen counts on. We are not only fighting for each other but for our communities.

[Read On...](#)

[We want to hear from you, your reactions, ideas, YOUR edge of YOUR envelope. Just go to... http://michaeljacobybrown.com/contact/](http://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:

Heather Booth, founder of the Mid-West Academy,

Roger Newell with the Teamsters Union and Jobs with Justice in Washington, DC,

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,

Cesar 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,

Cherie Andes, of the Industrial Areas Foundation,

Avi Green, with MassVote,

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
Fred Azcarate, of the AFL-CIO
and others, hopefully, including YOU

Other Useful Links

<http://michaeljacobybrown.com/>

[National Organizers Alliance](#)

[Road Map Consulting,](#)

[Visions-Inc](#)

ViHOther Useading

Michael Jacoby Brown Training and Coaching | | mjbrown246@gmail.com | <http://www.michaeljacobybrown.com>
10 Brattle Terrace
Arlington, MA 02474

Text | Link

Copyright © 20XX. All Rights Reserved.