

Michael Jacoby Brown
training & coaching

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

Organizer's Edge ▶

Wally Roberts: In Memoriam

We often read in this E-News about what is at the "Edge" of organizers' thinking. Too often we forget about the people who do the work. When Wally Roberts died recently, unexpectedly, after a brief illness, it reminded me to remember it's the people who build the organizations we need for justice. Wally was one of those great people. He never sought the lime-light but did what needed to be done, again and again. He had a particular understanding of the need to support each other. When a landlord punched me in the face and knocked me down a flight of stairs, Wally was the Director of the organization and immediately drove 100 miles to be with me. That was "support."



Wally was a writer, journalist and investigative reporter. He was a veteran of the 1964 Mississippi Freedom Summer project. His work was behind the scenes, turning up the truth and writing about it. I and many others will miss him. The good that he did lives on. Below is a link to an article from the NAACP **Crisis** about corruption in nursing homes.

[Black Nursing Homes](#)

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 the Interaction Institute for Social Justice,

Diana Bell of Community and Labor United,

David Hernandez of the California Education Assn,

Attica Scott, State Rep Louisville, Kentucky

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

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

Other Useful Links

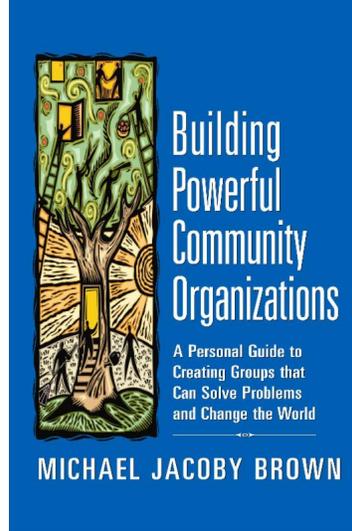
<http://michaeljacobybrown.com/>

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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

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