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September 2016

Michael Jacoby Brown
training & coaching

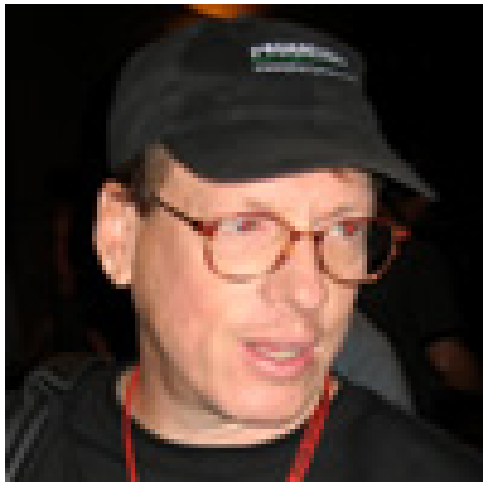
*Helping organizations achieve their goals
through recruiting and motivating others*

Organizer's Edge ►

More on Money

I did not publish in August. My dad died on August 9 and was caught up in all that he meant. I am blessed by his lasting legacy.

In September, things start to cool and we heat it up with a continuing discussion of **Money, Organizing and Power**. This month we hear the perspective of union organizer, Ashley Adams. Worth reading and ACTING upon! -- Michael



Ashley Adams Money, Power and the Automatic Deduction

For non-profits, the key to raising a lot of money is **payroll or regular credit card deductions**. The difference between having to go around every month and ask for money and payroll or credit card automatic deduction is like night and day. A weekly or monthly small donation is worth more than \$300 in a one time donation. It continues. It is invisible and guaranteed.

If I were running a nonprofit I would try to get members and donors to enroll with an automatic amount per month as opposed to an annual contribution. The annual fund raising drive is idifficult and inefficient. Why is the United Way so successful? They figured out payroll deduction.

Money is inextricably linked to power, and good organizers have to overcome whatever liberal bias they have to talking about money.

Liberals often don't like to talk about money. They think it is dirty.

As a union organizer you have to talk about money, and if you don't the boss will. And you have to be clear that money is power, and for workers, the way they accumulate power is thru money.

The one risk of payroll deduction is complacency. Once you get payroll deduction, the money can become addictive and dis-empowering. The money will flow in even if you are not organizing your members. Once you hook up your ID to the drip bag of payroll deduction, you can become an addict. You have to be careful.

But the risk is less if you recognize the risk of the dependence that can be disempowering. You can overcome the risk of dependence by having activities where you meet the members face to face, so they know what you are doing. In the old days, the union organizer used to go around the shop floor with a little book, and ask each person for their dues, and give them a stamp when they paid. It meant the union was always in touch with their members.

We have recently seen where anti-union forces have come into State power. The State governments are going after the payroll deduction of public sector unions. If the union is not equipped to go back to collecting money the way they used to, they are in trouble.

For people who go into community organizing work, I think canvassing can be good way to learn about how to ask for money and get over any fears you may have about asking for money. If you have to knock on doors and have to ask for money, you lose your inhibition to asking for money.

***Ashley Adams** is a representative with the Massachusetts Teachers Association (MTA) and National Education Association (NEA). He has been a union organizer and representative for 33 years with SEIU, SAG/AFTRA, and the MTA/NEA. He was also a community organizer for three years in the early 1980s, as well as a member leader, through his synagogue, with the Greater Boston Interfaith Organization. He has been trained by the Industrial Areas Foundation and the Midwest Academy.*

Feedback Welcome

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

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Michael Jacoby Brown Story

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, running for State Rep in in Louisville,

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

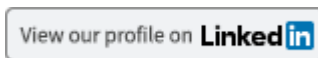
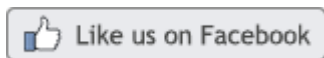
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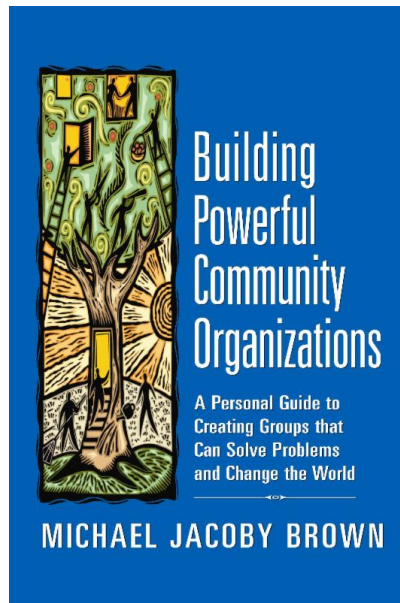
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