

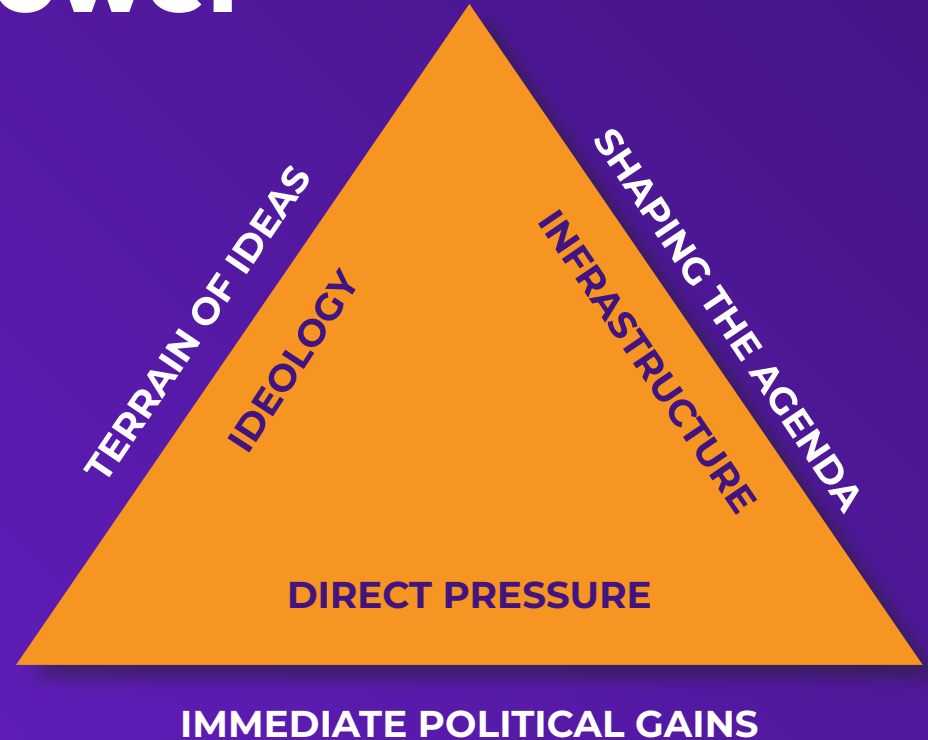
Membership & Leadership Development

Outreach: 10 in 60 Method

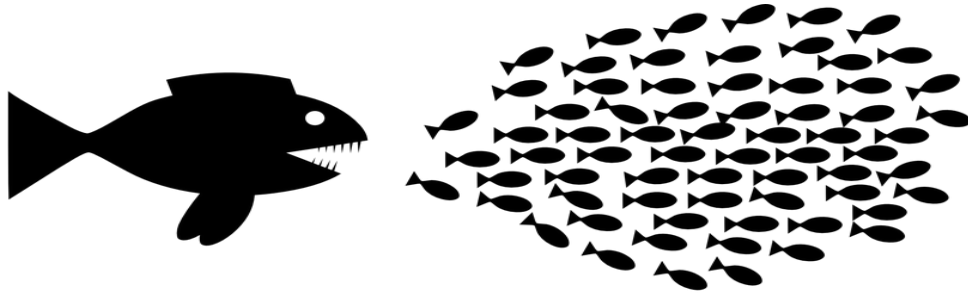
National Campaign for Transit Justice

Three faces of power

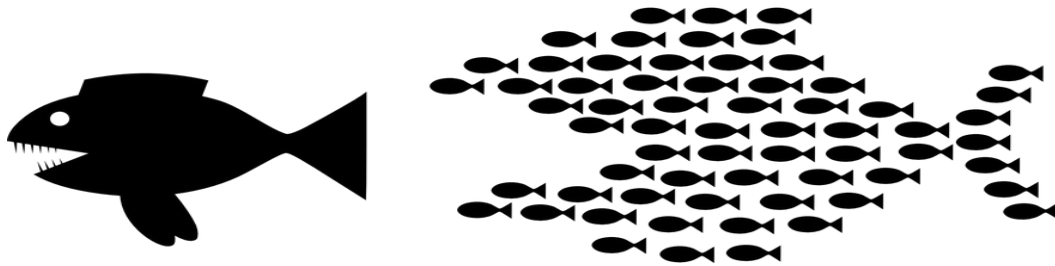
- **FIRST FACE OF POWER:** Winning immediate political gains through direct pressure like signature gathering, lobbying, public meetings, direct action, and strikes



Base Building



ORGANIZE!



**Organizations that
aren't growing are
dying.**

..... National Campaign for Transit Justice

Base Building

Defining levels of participation

The List

People who have signed on in support of the issue and may take action online.

Active Members

People who will turn out to an event or share their story.

Leaders

People who are part of your strategic planning process.

The 10 in 60 method

1. Name
2. Affiliation
3. What you're doing
4. Why (The Problem)
5. What's possible (the Goal)
6. How we could get there (the process)
7. How we are getting there
8. The results it's having
9. That's why we need you
10. The ask



Activity

Practice the 10 in 60 seconds method:

- Line up in 2 lines facing each other.
- You will each have 1 min to do your “rap” - 1 min for feedback and switch.
- Then move one person to the left and repeat.

The 10 in 60 method

1. Name
2. Affiliation
3. What you're doing
4. Why (The Problem)
5. What's possible (the Goal)
6. How we could get there (the process)
7. How we are getting there
8. The results it's having
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Moving People to Action

Listen	Validate	Reframe	Ask
<p>“With work and the kids it can be overwhelming”</p> <p>“Time”</p>	<p>I hear you, life has gotten so busy these days and you have young children.</p>	<p>This sounds important to you. It takes working together to win. We have childcare and food at the meeting.</p>	<p>The meetings on the 24th, we really could use your input – can you make it?</p>
<p>“I used to go to public hearings it didn’t make any difference.”</p> <p>“You can’t win”</p>	<p>It isn’t easy you are right., and pushing back alone doesn’t make a lot of sense.</p>	<p>But we can make progress - working together we.... (recent win).</p>	<p>The meetings on the 24th, we really could use your input – can you make it?</p>
<p>“I’m concerned about the police and ICE. I heard they’re picking people up.”</p> <p>“Fear”</p>	<p>Your status is a real issue. Right now its dangerous not organizing and it is organizing.</p>	<p>That is why we need to change the rules. It’s not right that people live in fear.</p>	<p>We need people like you who live the problem to join and take action. Can you make the meeting on the 24th?</p>



Body Language

Tone of Voice

Attitude