

DEMOCRATIC SOCIALISTS FOR A

GREEN

NEW  DEAL

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Escalating Tactics & Adjusting Strategy

How to Win a Green New Deal &
Build Working-Class Power

Our Agenda

Part 1

What It Will Take to Win a GND

- Using the demand to build the base
- Building a coalition to win

Part 2

Strategy vs. Tactics

- The Anytown Transit Expansion Campaign
- Sample escalation of tactics

Future

Building a Campaign Team

- Building a campaign plan and team
- Making adjustments

Poll



Has your chapter picked a campaign demand?

- Public Power
- Green Social Housing
- Expanding Public Transportation
- Green Public Spaces / Facilities

Who is your target?

- Mayor / Governor
- City Council or equivalent
- Appointed Department Head
- Board of Directors
- Other?

What It Will Take to Win a Green New Deal



Where We're At:

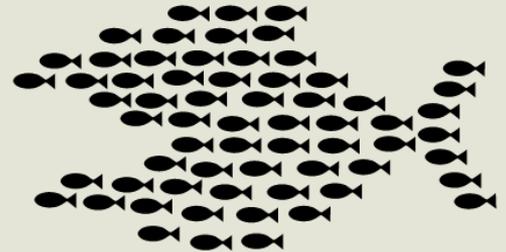
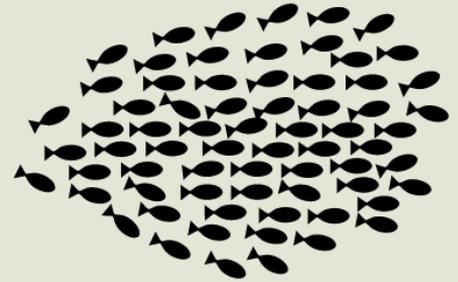
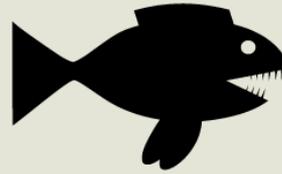
We have our demand.

We have our targets.

We know their impact.

We know their weaknesses.

Now... we organize!

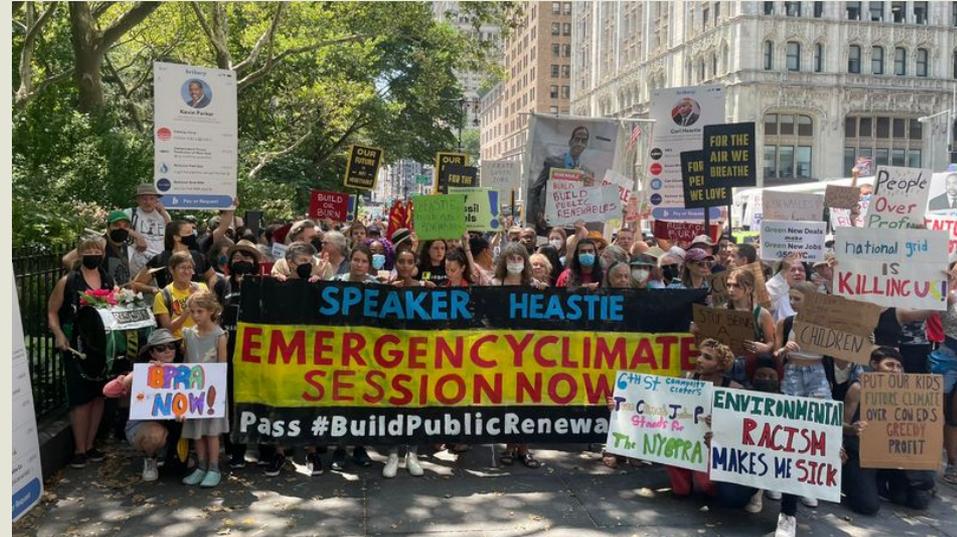


Using the Demand to Build the Base

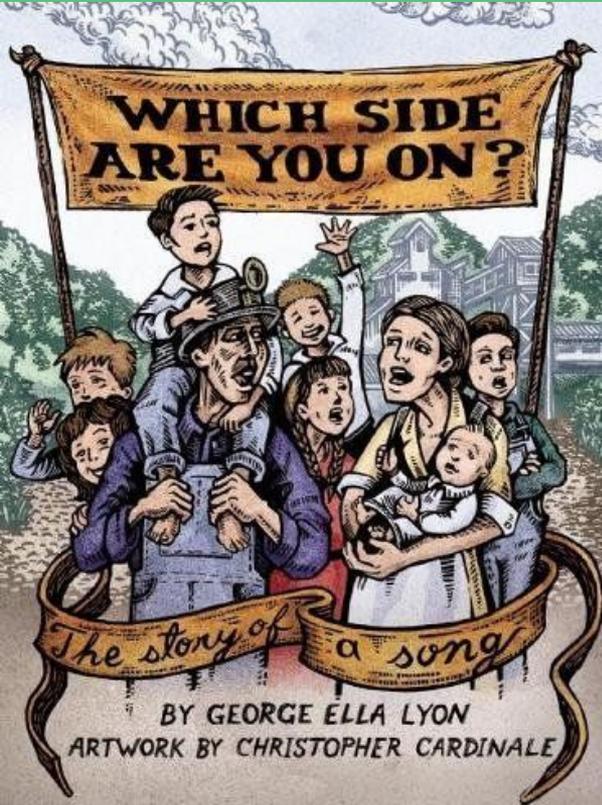
Expand public services for the working class



Develop leaders and organizers



Building a Coalition to Win



Who to include? Look at the Power Map!

- Labor Unions - a non-negotiable!
- EJ organizations
- Tenant / Rider unions
- Neighborhood Associations
- OUR BASE!
- Etc.

Remember: *we are no junior partner!*

Comms: Both Strategy & Tactic

Narrative + Communications = Organizing Information!



Bring in comms early

Craft a narrative and visual identity that resonates, is memorable, and **centers who we are and why we're doing this work!**

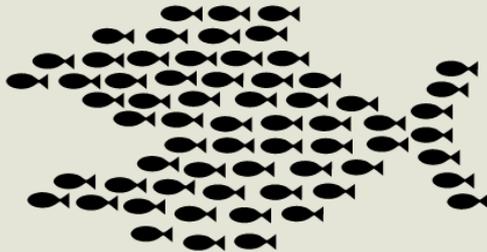
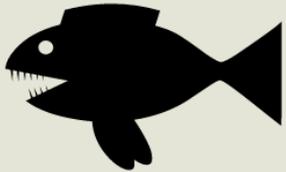
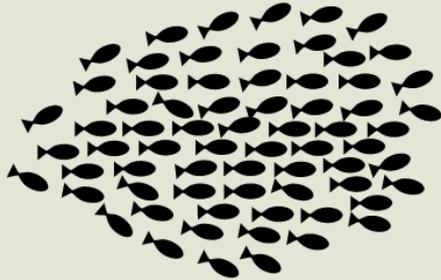
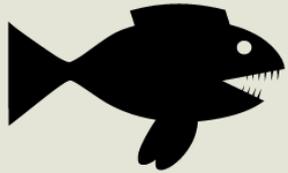


Clearly articulate your demand and why it's important and makes **base-building easier**. Example: canvassing script + lit!



Articulate the demand that aligns (*enough*) with coalition members **without losing the voice of socialism and a Green New Deal**

Local Drives National



The Same Concept Applies:

By building at the local level, we are Building our Power nationally

- Developing Leaders
- Building the Base
- Creating Material Change
- Showing IT WORKS!

Simply Put...



Labor Unions 🤝 DSA 🤝 The Working Class

Escalating Tactics to Win a GND in Anytown, USA



Welcome to Anytown, USA!

Anytown is a beautiful, thriving suburb where we pride ourselves on being a tight-knit community!

We have public schools, a big regional hospital, and a basic public transit infrastructure, which consists of a limited bus system.



Anytown, USA: The Problem

But even in a great place like Anytown, we still have our problems...



- Anytown residents are overly-dependent on cars to get where they need to go.
- Our bus routes don't reach all parts of Anytown, leaving out some of our working class neighborhoods.
- Busses don't come frequently enough, so they aren't a dependable way for working folks to get to their jobs on time.
- A significant number of school kids rely on the busses to get to school, but the lack of service to certain neighborhoods and the austerity schedule hinder their access to education.

Anytown, USA: The Solution



Luckily, Anytown has a new DSA chapter! Anytown DSA recognize the problems and wants to take action to make our town more accessible AND reduce our carbon footprint by allowing folks to rely on mass transit instead of their cars!

Anytown, USA: The Decider

In Anytown, the government body that makes decisions about transit is the Anytown Transit Authority.

They are supposed to be an independent agency, but the members are appointed by the Mayor.



Anytown, USA: The Opponents

The Mayor



Concerned about town budget and dramatically opposed to raising taxes

The Town Council



Mostly austerity-minded small town, small government types

The NIMBY HOA



Doesn't want busses driving through their fancy development

Anytown, USA: Potential Allies

- **Transit Workers Union Local 123:** Represents the town bus drivers
- **Hospital Workers Union Local 456:** Represents low-wage hospital workers who make up a large portion of working class folks in Anytown.
- **Anytown Teachers Union:** Represents teachers in all of the public schools in Anytown.
- **YIMBE Community Organization:** A progressive group dedicated to making Anytown a better place to live.
- **Sunrise Movement Anytown:** The local chapter of a national environmental justice organization.
- **Town Councilor Karl Mark:** The newly-elected DSA-endorsed City Councilor

The Anytown Transit Expansion Campaign

Demand: Expand the Routes and Frequency of Anytown Bus Service

Target: Anytown Transit Authority Board

Strategy: Build a coalition that can pressure the Transit Authority to agree to our demand!

Tactics:

Turning up the heat: escalation

Base-Building Tactics

Organize the base

Build the coalition

Persuade the public

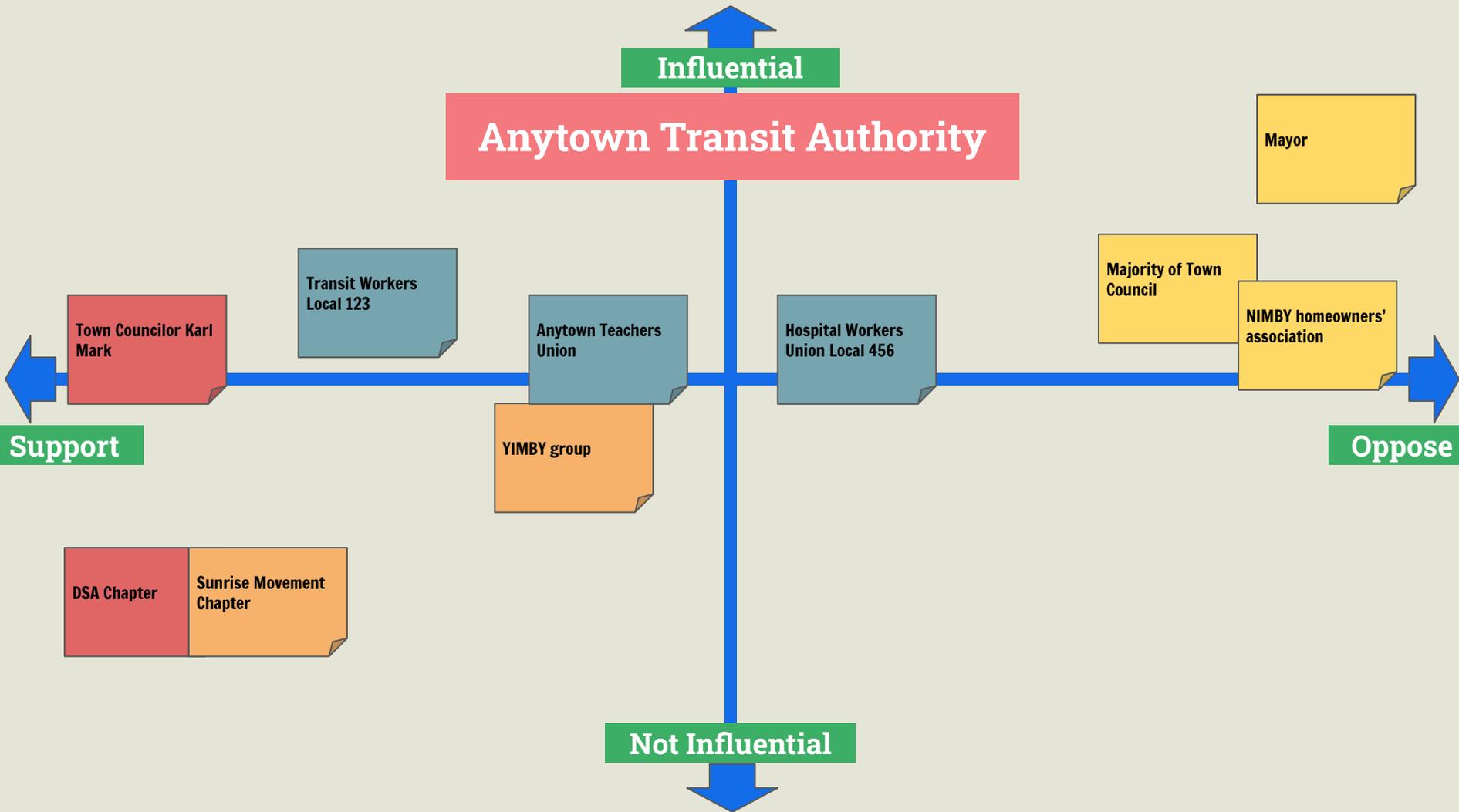
Pressure Tactics

Directly pressure the target by undermining their source of power

Increasing the intensity

Increasing the visibility

Increasing turnout



What Tactics Would You Prioritize?

Base-Building Tactics

- Organizing bus riders
- Presenting the campaign at a union meeting
- Social media blitz
- Appearances on local radio

Pressure Tactics

- Direct action on transit authority meeting
- Direct action on the mayor
- Call-out Op-Eds in the local paper

Sample Escalation of Tactics

Winter

Laying the Foundation

- Meet with leaders of potential ally groups; present to their members.
- Prepare comms narrative & materials.
- Flier at bus stops
- Circulate a petition

Spring

Going Public

- Campaign launch press conference
- Social media info blitz
- Regular meetings of bus riders
- Public delivery of petition signatures to Transit Authority
- Social media campaign demanding Mayor take a side

Summer

Turning Up the Heat

- Call-Out Op Eds
- Appearances on local radio
- Direct action at Transit Authority office
- Confront Town Council at public meeting

Fall

Oh, now it's ON!

- Direct action at Mayor's house
- Twitter storm at Transit Authority
- Transit Strike!

Building a Campaign Plan and Team



Step-by-step

Step 1 Draft a Campaign Plan

Step 2 Build a campaign team

Step 3 Build chapter buy-in and endorsement

Drafting a Campaign Plan



The Campaign Plan helps:

- Create a committee structure and recruit members.
- Build chapter buy-in.
- Develop a rough tactical timeline.



The Campaign Plan is:

- A springboard to start conversations with chapter leaders and members to build buy-in
- A tool to get a chapter endorsement.



Answer in the chat!

Why have a structure with defined Roles?

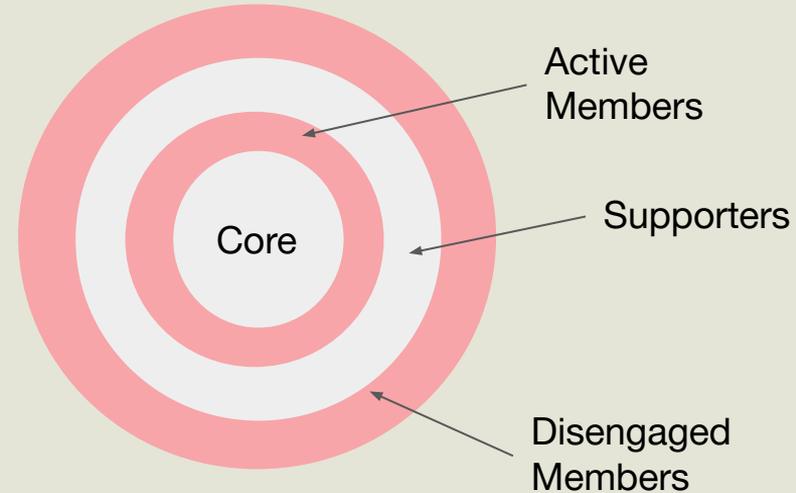
How does your campaign benefit from creating a clear structure and assigning defined roles to individuals as part of planning?

Creating a Structure

- Assigning key responsibilities or roles prevents - confusion, unnecessary conflict, and things falling through the cracks.
- Assigning roles encourages collaboration and creates -
 - Natural lines of communication that leaders share with members who participate.
 - Organic basis for running a leadership development ladder for this and future campaigns!

Common Roles in a Campaign

- Bottom-Liners or Steering
- Comms
- Onboarding, Recruiting, Mobilization
- Tactical Leads (as needed)
 - Canvassing
 - Direct Actions
 - Event Planning (Town Halls, Rallies, Debates)
 - Bird Dogging Electeds
 - Every tactic possible!
- Budget (chapter treasurer)
- Coalition liaisons



Decision-Making is Key

Your Campaign Plan - and the Campaign Resolution -- should clearly state how decisions will be made and how campaign planners are accountable to chapter leadership and members.

Structure Follows Strategy!

- The structure of the Campaign should be flexible in order to deal with changes in circumstances and tactical adjustments.
- This means people!
- Strategy and Tactics drive Structure not the other way around!

Recruiting Volunteers & Developing Organizers

Volunteer Recruitment

- Volunteers don't join unless they're asked
- Appeal to self-interest

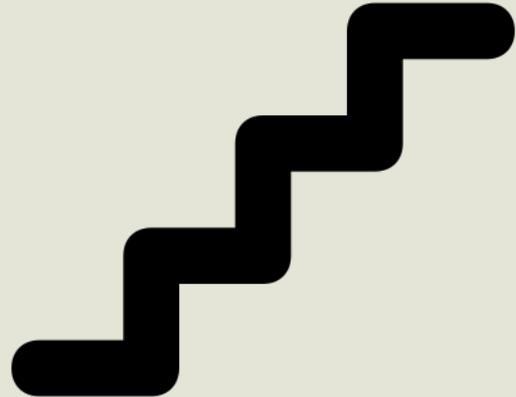
Developing Organizers

- Identify 3-4 things that new volunteers can do
- Make it easy - instructions, assign a point person, get feedback
- Ask people who complete one task to do more!
- Create a buddy system

Sample Leadership Development Ladders

- ?
- ?
- ?
- ?

?

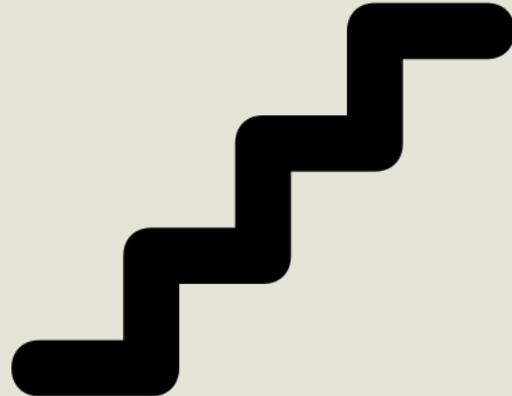


Sample Leadership Development Ladders

- Canvasser
- Canvassing Coordinator
- Field Lead
- Steering Committee

- Phone/textbanker
- Phone/textbank lead
- Field Coordinator
- Steering Committee

- Graphics prep
- Comms Coordinator
- Steering Committee



Making Adjustments



Claim Victory

- Winning is a pretty good strategy
- You don't win by being right
- Declaring victory is an excellent tactic
- Every victory is temporary, and every defeat is too

Debrief Cycle

We don't have all the answers! We can make mistakes!



When Your Target Ignores You

- Put an empty chair at the action/event
- Increase the pressure in earned media
- Is there a potential ally with power over your target who you can recruit?
- Can you unseat them in the next election?



When Your Target Says No

- Debrief the action/meeting/press conference
- Is there a smaller concession that you still can extract?
- Is there a potential ally with power over your target who you can recruit?
- Can you unseat them in the next election?

When External Events Impact Your Narrative

- How does the external event impact the base that you're trying to organize? Your coalition members?
- Does the external event make your campaign more or less urgent to the target?
- Does the external event impact the next election?
- How can you motivate fellow DSA organizers/leaders?

When Your Core Group Fizzles

- Debrief with existing members
- Look through the list of everyone who has ever taken action and identify point people to do 1-1s
- Make a plan for an external-facing event/action in the next 8 weeks
- Find point people during 1-1s and regular meetings to fill roles for the event

Feeling Stuck?

- Debrief with fellow organizers and leaders
- Assess external goals for pressuring your target
 - How have relationships with the target evolved?
 - Have you passed any external deadlines?
- Assess internal goals for growth and development
 - How many leaders have been developed?
 - What do leaders and active members want to do?

Next Steps

- **Assignment** - develop a campaign plan
- **Peer Session #3** - Tuesday, December 6, 8:30 ET/5:30 PT

GREEN NEW DEAL NOW



**DEMOCRATIC SOCIALISTS
FOR A GREEN NEW DEAL**