

Key questions to think through:

(for overall hub strategy or a specific goal)

- How does this move us towards climate justice?
- What makes it effective AND equitable?
- Why does this align with our principles?
- How does it use the Act, Recruit, Train cycle?
- Where does it include elements of our theory of change?

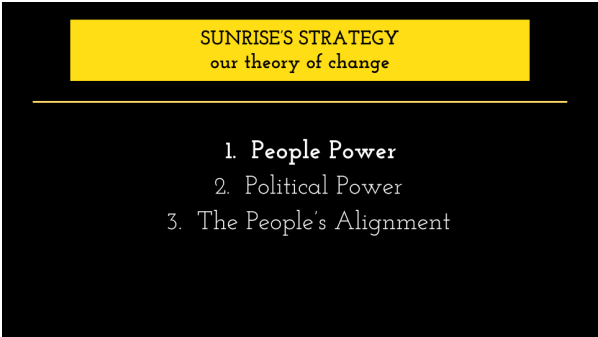
Want a refresher on our theory of change and how it connects with the Act, Recruit, Train cycle? Check out the slides and text below.

Sunrise's Theory of Change

Sunrise's theory of change is people power, political power, and the People's Alignment. Each of the goals your hub sets should be connected to these pillars of our theory of change.

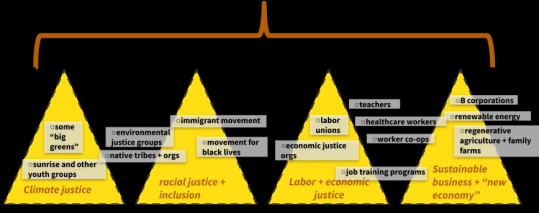
- **People power:** An active base of public support.
 - We build our people power by talking to people. We also grow our people power through escalated moral protest.
- **Political power:** A critical mass of enthusiastically supportive public officials.
 - We vote out corrupt officials and vote in real leaders who will stand with us.
- **People's Alignment:** Movements and groups united by the shared vision of a government that fights for dignity and justice for all.
 - We take action in [line with our 10th principle](#), *we stand with other movements for change*, mobilizing together in key moments and showing up with and for groups that share our values on an ongoing basis

The slides below are drawn from the most recent orientation training, but have been greatly condensed here. Feel free to refer to the original [slides](#) and [script](#) linked here. If you still have questions or think there is an issue with how it was abridged, please DM Naveen.

 SUNRISE'S STRATEGY our theory of change 1. People Power 2. Political Power 3. The People's Alignment	What will it take to win the decade of the Green New Deal? How do we make our shared vision of dignity and justice for all a reality?
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PEOPLE POWER In order to win, our movement needs active popular support.	To start with, we need People power, which is active popular support that will help us win. If you remember Sunrise Principle #2: we build our power by talking to our communities, and this is how and why grow our movement.
what does this mean for us? • Millions of Americans are still deciding what they think about the Green New Deal. We have an opportunity to convince them. • There is a huge body of people that agree with us – especially other young people – who are just waiting to be activated and invited into the movement!	What does this mean as we build our power? Millions of Americans are still deciding what they think about the Green New Deal, and we have an opportunity to convince them. There is a huge group of people that agree with us, especially other young people, who are waiting to be activated and invited into the movement!
what does this mean for us? we HAVE to recruit people into our movement!	With this in mind, we can achieve that active support by recruiting these people to stand with us on the right side of history. Chloe constantly says this, and let's say it again: it is the role of EVERY PERSON in Sunrise to bring people into this movement. Whether this is your first meeting or 50th, we should all be working to invite people in, continue building our power, and develop leaders for us to win. So what does this look like?
MORAL PROTEST	Part of it is building our power by talking to our communities. Another key method is through moral protest. While we can't physically talk to the millions of people we need to in order to win active and passive support, we can use moral protest to create moral choices for the public, and make it impossible for them to stay neutral.

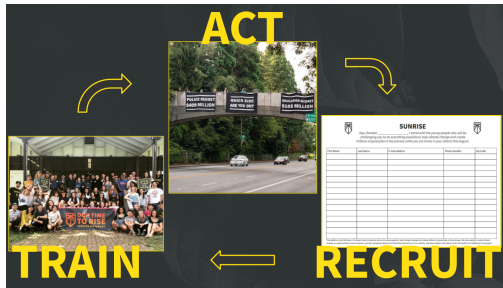
	By showing a willingness to sacrifice for an issue, we show the public how important this issue is and why they should care about it too.
SUNRISE'S STRATEGY our theory of change 1. People Power 2. Political Power 3. The People's Alignment	The second part of our theory of change is pretty simple: building political power. To win a Green New Deal, we need a critical mass of enthusiastically supportive public officials.
POLITICAL POWER • Electing GND Champions  • Voting out establishment politicians standing in our way  • Putting pressure on those already in office to be on the right side of history through non-violent direct action. 	We do this by voting OUT corrupt elected officials like Mitch McConnell, and voting IN real leaders who will stand with us like Cori Bush, a Sunrise endorsed politician who just got elected to Congress in Missouri's 1st district! Phonebanking is a huge part of this and allows us to support GND champions nationwide even while social distancing. Moral protest also works here to help build political power by using public pressure to change the stances of elected officials.
POLITICAL ALIGNMENTS Our current political alignment, which strategically promotes division as a means to maintain inequality, is blocking out path to a Green New Deal	Our current political “common sense” is blocking the way towards a Green New Deal. So, it's up to us to create a political alignment under which the Green New Deal will not only become a reality but will be understood as an absolute necessity. That brings us to the third part of our theory of change.

THE PEOPLE'S ALIGNMENT ...believes in dignity, justice, and equality for all people, and uses strong government action to protect the common good.	We call this the People's Alignment, which believes in dignity, justice, and equality for all, and believes in strong government action to protect the common good.
THE PEOPLE'S ALIGNMENT 	So what does the People's Alignment actually look like? Well, it's gonna take a large array of groups. And those groups <i>are</i> gonna have tensions with each other.

The Act, Recruit, Train cycle:

Our theory of change seems pretty solid. Why do we use the ART cycle?

Political power: A critical mass of enthusiastically supportive public officials People power: A large, vocal, active base of public support People's alignment: Over the next 4-10 years, we will work alongside other movements to build a force strong enough to actually govern this country.	How do we go about creating these things? That's where the Act, Recruit, Train cycle comes in! How does this actually help us build people power? Has anyone ever organized an action where tons and tons of people turn out, way more than you expected? And then at your organization's next meeting, it's the same 5 people that are always there, and you wonder where everyone else went? Right. That's a really common challenge.
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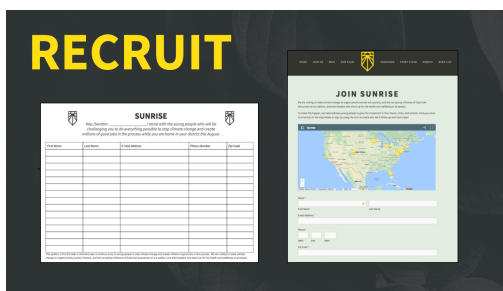


So how do we overcome that and actually use escalated moral protest to build people power?

We do this through following the act-recruit-train cycle: A tool to helps us bring people into action and make sure they stay involved with the movement.

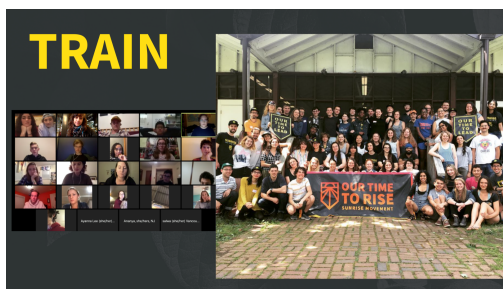


The first part of the cycle is action. Whenever we engage in any kind of action -- a protest, a big canvassing drive, a town hall event -- we'll see lots of people who see the action --



and we'll recruit them! We'll get them to sign a petition or a flyer. This also gets into how you decide to collect information and track it to be able to reach out to people.

How do we best bring these people into the movement?

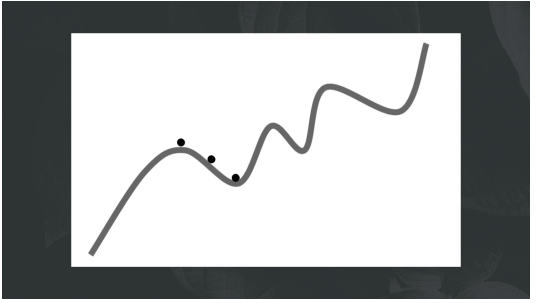


We had people show up to an action, we collected their information so we could follow up, so now, in order to keep these people engaged, we TRAIN them. We use trainings to grow our base, but it's actually a way that we show we are invested in the people who showed up and believe they can be powerful members of our community. We do this by inviting them onto an online welcome call, an in-person hub meeting, or anything else where they will get trained in the strategy and principles of Sunrise.

That means that, after the training, they can then ACT on their own (by canvassing, by doing creative protest, etc.) they can recruit people through that, help train those people, and the cycle continues.

As an example, we start with phone banking as our ACT.

we keep a contact list of everyone who showed up or said they would, and RECRUIT them.

	We invite those people to a training. It's an art build where we made big banners and while we are there, we talk about Sunrise. So everyone who was there is ready to continue the cycle and move to the next ACT, a banner drop. We call this the Act-Recruit-Train Cycle, or the ART cycle.
	The Act-Recruit-Train Cycle is our bread and butter (or a gluten-free, dairy-free alternative). You, reading this right now, are a leader in this movement, so you should often be thinking about this. We want to be thinking 2 steps ahead at any moment. And it's a cycle.
	This photo is the ART Cycle in motion. Highs and lows are natural in organizing, but when we use the ART Cycle, over time, we continue growing, we continue building momentum, and we build our power.
What can the Act, Recruit, Train cycle look like in our hub? How will you use the ART cycle? 	Now, there are ways the ART cycle has looked before in our hub, but those are not the only ways this cycle can look. While the cycle will be a necessary tool, we can absolutely re-envision what each component entails. What could the Act, Recruit, Train cycle look like in our hub? How will you use the ART cycle?