

Social Justice Action Coaching

NATANIA MALIN GAZEK

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Doing your part to create a better world can be fun and sustainable. Let me show you how.

Click these links or scroll through to find answers to:

What is Social Justice Action Coaching?	2
How does this coaching work?	3
Session One (Week One): Clarity	3
Session Two (one to two weeks later): Action	3
Session Three (three months later): Sustaining	3
Is this kind of coaching for me?	5
Who's the coach?	6
How much does this cost?	7
How do I sign up?	8
Where do I go with questions?	8
What have past coaching clients said about their experiences?	8

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What is Social Justice Action Coaching?

Social Justice Action Coaching helps you make social justice volunteering or political organizing a fun and sustainable part of your life.

It's customized for each client's unique circumstances, helping you with things like:

- **Finding a political home** - an organization or group of people to regularly take action, learn, and build community with.
- **Figuring out how to “do something”** about the injustices you see around you. This includes:
 - Identifying a specific cause you care about and a **practical way to make an impact** around that cause, so that the idea of “doing something” and the enormity of the world's problems feel less overwhelming.
 - Finding a pathway towards **optimizing your impact** instead of being overwhelmed by the options for how you could spend your time and money, and contribute your skills and stories when it comes to social justice.
 - **Taking concrete steps to overcome the obstacles** blocking you from taking action, like:
 - Not feeling “qualified” or “ready” enough to do this work.
 - Worrying you're going to say or do the “wrong” thing.
 - Fear of alienating your friends or family.
- Identifying and joining social justice work that's actually fun for you, so that it doesn't feel like an exhausting chore and is instead a **fulfilling part of your routine life**.

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How does this coaching work?

Social Justice Action Coaching takes place over **three 45-minute Zoom sessions**, spanning approximately four months.

The sessions are **customized depending on your individual needs**, but here's what we'll cover in each session:

Session One (Week One): Clarity

Session One is focused on helping you identify or clarify a focus for your social justice work.

If you know you want to "do something" but aren't sure where to start, I'll ask you some focused questions to help you figure out where to start.

If you know a cause you care about but aren't sure how to make an impact around it (or what organizations are doing things about it), I'll help you refine your understanding of that cause within the broader ecosystem of social justice work and how you'd like to contribute. What could you do to plug yourself into the work in ways that are needed and will be fulfilling for you?

Either way, you'll leave with a customized homework assignment to help move your journey forward, and I'll take time in between our sessions to reach out to folks in my network who might be helpful for you to connect with.

Session Two (one to two weeks later): Action

Based on what we learned from your homework, I'll help you figure out what next steps feel right for you as you get involved with these organizations. Where possible, **we'll take some first steps together to get the ball rolling**. That might mean me helping you draft an email, going to a website and registering for an event, etc. It can be easier to do these things when you have a buddy!

Session Three (three months later): Sustaining

Finally, we'll meet again about three months after our second session to check in and make adjustments to **ensure your plan is sustainable for you in the long term**.

If things have been going well for you and you're finding your engagement over the past few months fulfilling, this is a celebratory session where we'll cheer for your success and name the factors that have contributed to it so that you're more likely to keep it up. (Social science tells us that positive reinforcement plays a big role in our likelihood of turning something into a sustainable habit.)

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If you've been having challenges, we'll approach them with curiosity (no judgment, that doesn't help anyone!) to figure out what might need to shift to make a plan more feasible for you.

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Is this kind of coaching for me?

This coaching package is designed for you if the following two things are true for you:

- ☐ **We share some core values.** That means you believe that people who belong to systematically marginalized and oppressed groups (like people of color, women and nonbinary people, LGBTQIA+ people, disabled people, elders, etc.) are not currently afforded but do deserve to have equal rights. You want to help work toward their liberation.

If you don't share this core belief *and* value this kind of anti-oppression work, I don't have the skills or knowledge to support you.

To learn more about the values that guide me in this work and see if we are aligned enough for you to feel excited about getting my help, you can read more about me and my values at www.NMGazek.com/about.

- ☐ **You're looking for the kind of support this coaching offers.** Specifically, *one or more* of the following is true for you:
 - ☐ You're searching for a political home and want support on that search.
 - ☐ You know you want to "do something" about the injustices you see around you, but there's an obstacle in your way, like:
 - ☐ You're not sure where to start (or how to do so in a productive and sustainable way).
 - ☐ You don't feel "qualified" or "ready" enough to do this work.
 - ☐ You're worried you might say or do the "wrong" thing.
 - ☐ You're scared you might alienate your friends or family.
 - ☐ You aren't sure how to make an impact around a cause that you care about or what organizations to work with to optimize your impact.
 - ☐ You feel like you *should* be engaged in social justice work, but you haven't found any that feels fun for you. It all feels like an exhausting chore. (Let me help you find a fun way to engage! I promise it exists for you.)

A disclaimer about identity: Because of my identity and the networks I'm part of, *I'm an especially helpful coach for people who are white, and/or Jewish*. If you don't share either of these identities, I'm still happy to support you, but I may have fewer networking resources to offer.

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Who's the coach?

Hi! I'm Natania (they/them) – a NYC-based values-aligned people strategy consultant who maintains a robust political life alongside their professional work.

Right now, my political life happens through organizations like [Jews for Racial and Economic Justice](#) (my political home, where I'm currently a member of the Board of Directors and a leader of my [Neighborhood Group](#)), [Let My People Sing!](#) (where I get to practice building and sustaining the kind of liberatory world we're fighting for), and the [New York Working Families Party](#) (which helps me vote and volunteer during election cycles in ways that reflect my values).

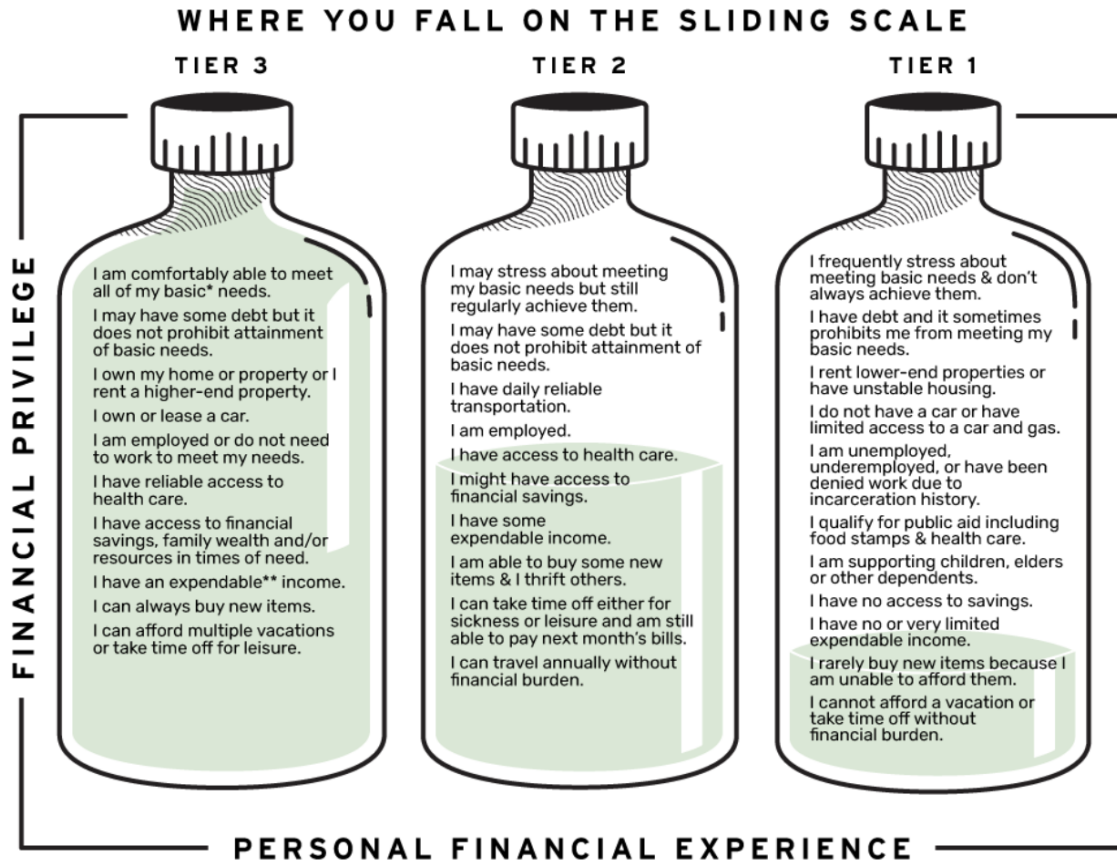
I love helping friends and family find their political homes and get comfortable finding justice-oriented routines that work for them – something I've been doing informally for years. I'm excited to now offer this service more widely! You can learn more about me at www.NMGazek.com/about.

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How much does this cost?

Coaching fees are on a sliding scale to make this coaching accessible to as many people as possible. You can [learn more about sliding scale pricing here](#). Please book your coaching sessions by self-identifying according to your personal finances.



***BASIC NEEDS** include food, housing, and transportation.

****EXPENDABLE INCOME** might mean you are able to buy coffee or tea at a shop, go to the movies or a concert, buy new clothes, books, and similar items each month, etc.

This image and framework was originally created by Alexis J. Cunningham | www.wortsandcunning.com
with additions from Britt Hawthorne | www.embracingequity.org

Your Personal Financial Picture	Social Justice Action Coaching Total Cost
Tier 3, as described above, AND making more than \$200,000 annually	\$1,080 (subsidizing costs for others)
Tier 3, as described above, and/or making \$100-199,999 annually	\$540
Tier 2, as described in the image above, and/or making \$50-99,999 annually	\$180

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Tier 1, as described above, and/or making less than \$50,000 annually	\$36 donation to somewhere meaningful to you - we can identify this together
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How do I sign up?

When you're ready to register, please use these links to book your first session:

- [Book here for Tier 3 + making > \\$200,000](#)
- [Book here for Tier 3 + making < \\$200,000](#)
- [Book here for Tier 2 pricing](#)
- [Book here for Tier 1 pricing](#)

Where do I go with questions?

Have questions or want to chat more before booking your first session? I'd love to hear from you. Please [email me](#) or [book a quick call](#).

What have past coaching clients said about their experiences?

"I was **so overwhelmed by the state of the world** and **desperate to DO something about it**. But I had no idea what to do.

Everyone I spoke to felt as helpless as I did, until I met Natania. They gave me tangible ideas for actions I could take to make a positive impact. **I may not be able to solve all the world's problems, but thanks to Natania, I have found my place in the solution.**"

Jennifer Clay, Social Justice Action Coaching Client

"I have a mission-oriented bent in my day-to-day work, and was feeling **stuck about how to put time into social justice causes that I care about during my free time without burning out**.

Natania helped me figure out what I want to put my time into so that **my life can feel balanced and fulfilling** to me as a whole."

Alayna Citrin, Social Justice Action Coaching Client