Project Swimmy

Welcome to Project Swimmy! We're excited you're here and look forward to organizing with you.
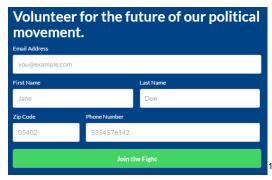
Core Vision

2 minute elevator pitch

Meet Fannie and Fred.

Fannie and Fred don't know each other, but they live in the same town, and they both are actively thinking about, reading about, and discussing with their friends the issue of voting rights and voter suppression in their state.

Finally, Fannie and Fred have had it, they are tired of reading, liking, and commenting on posts over Facebook and retweeting clever tweets. They each start looking up organizations they heard are doing amazing work, and looking for a way to get involved and take action. And we've all been there, hitting the pervasive online Wall of Generic Form!!!:

Exhibit 1: That damn online form.

Everywhere they go, it's the same **damn form** and the same process to follow. They each sign up and they are solicited by a webpage for donations and have more email lists to unsubscribe from. Fannie and Fred's emails are put into a central database and are sent emails from the center. When **what Fannie and Fred really want to do is meet each other so that they can organize and work towards collective people-powered action in their community**. Fannie, Fred, and even the organization who put up that damn form are losing out on **powerful network effects of organizing**. Swimmy is the tool to connect Fannie and Fred and facilitate forming relationships built on shared commitment to organize their community.

30 second elevator pitch

Project Swimmy connects individual activists with local organizing groups, creating an online organizing community. Activists can easily find groups near them by causes, such as racial injustice, women's rights, and income inequality. Instantly activists and group members can meet virtually and organize for collective actions such as: calling elected representatives, going door to door to discuss issues in their community, registering voters, and organizing a local campaign to elect progressive representatives. Project Swimmy provides groups the resources to recruit volunteers, and trainings and tools to successfully organize their community.

Mission statement

Project Swimmy exists to enable, through technology, people who are confronting the need for change to collectively organize. Swimmy aims to build power in communities by bringing people together in groups and building on coalitions of groups and intersection of issues.

Minimum Viable Product (MVP)

The minimum viable product is a product with just enough features to gather validated learning about the product and its continued development (full definition here). Think of it as a barebones starting point from which will be able to better understand what the users' needs are and if it is necessary to pivot or change our direction as a product.

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[1]   Screenshot from https://ourrevolution.com/action/

Mockups

Put definition here***
Mobile friendly version
- iOS
- Android
Desktop version
- Browser

I'm a developer! What do I do now?

Github

Our github organization for Project Swimmy, including all applicable repos.

Trello board

All our development tasks are organized here.

Google Drive folder

The go-to spot if you're looking for resources and documentation.

Development Process and Strategy

Please read to understand the process of building features.

Contact Matt

mattmallon91@gmail.com
@mattmallon on progcode.slack.com

Join Slack

Go to www.progcode.co press [JOIN US IN SLACK]

Onboarding process

1. You must be a member of the progressive coders slack team
2. Read the documentation (listed above):

a. README in github repo
   b. Development process and strategy
   c. Prototype kick-off document
   d. Trello board "board description" card in the README column
3. Reach out to Matt Mallon (slack handle @mattmallon) to receive permissions:
   a. Trello: send Matt your Trello username/email to be invited so you have editing permissions
   b. Github: also send Matt your github username so you can be invited to the Swimmy github organization

I'm an organizer! What do I do now?

Trello board

All our managerial tasks are organized here.

Google Drive folder

The go-to spot if you're looking for resources and documentation.

Contact Erika

euyterho@gmail.com
@erika on progcode.slack.com

Join Slack

Go to www.progcode.co press [JOIN US IN SLACK]

Help needed

Programming languages and frameworks

- Front-end: react and mobx
- Back-end: node.js (framework TBD)

Organizing and other skills

- Organizers interested in training
- Law

More vision

Long term vision

Subject to change immensely as we start testing with organizers and volunteers.
[Modules and tech project coalitions](#)

Structure, layers, and security

Motivation from Jo Freeman's essay [The Tyranny of Structurelessness](#).

Describes the different user states a volunteer for a group can transition through and how group decision-making processes work. We outline the specific steps for each change of state. When applicable we also describe how other users' decision-making process is involved. Finally we explore a number of "troll scenarios" to attempt to break the structure in place and understand what kind of safety measures we can implement to avoid such situations.

Mockups

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Other

[Medium article: A Fish's Case for Sustainable Grassroots Organizing](#)
[Problems that Swimmy addresses](#)

Why the name Swimmy? - Swimmy is from the children's book [Swimmy by Leo Lionni](#). In the story, the protagonist Swimmy is a small black fish alone in the ocean constantly being pushed around by larger fish. He later finds a school of red fish and they organize to form a giant fish, in which Swimmy is the eye, and together they are no longer chased by big fish. Swimmy has long been an iconic symbol of organizing to gain collective political power that represents the people and not the few.

Values

Project Swimmy is as much of a technology project as an organizing project. We exist to enable grassroots organizers who are fighting against injustice, bigotry, fear, and division. Below are our values that we expect all leaders using Swimmy to abide by:

- We support the struggles of injustice faced by marginalized people and promote their involvement and leadership in the movement including black communities, brown communities, native and first nation communities, women, LGBTQ, immigrant, migrant, and refugees, workers and laborers.
- We believe in building coalitions, growth of relationships among the network of organizers and volunteers, and supporting communities.
- We strive for democracy and a political system that works for all people with transparency and accountability.
- We practice dismantling the systems of oppression including white supremacy, racial caste systems, patriarchy, heteronormativity, imperialism, ableism, ageism, and all their intersections.
- We believe in supporting the struggle for racial, gender, economic, and environmental justice.
- We believe in the right to practice religion and the right to not practice religion. We believe in interfaith solidarity *** ugh this needs work
- We believe in continuous learning through continuous constructive feedback.
- We believe organizing is a practice of leadership based on relationship building, story telling, strategizing, action, and structure.

Who we are

Core Project Team

Erika

Worked on the Bernie campaign in organizing as the National Out-of-State Director, led team who organized some of the most dedicated supporters who drove 1 to 6 or more hours out-of-state to knock on doors. The most rewarding part of our work was training volunteers and staff to organize. Our expansive network of grassroots groups and the amazing community they built with grit, determination, and fun has inspired me to work on this project.

Matt

Full-stack developer working in higher-ed. Matt is passionate about building applications that are usable, accessible, and that solve real-world problems. Strategic thinking, developer workflow,

and project management are also areas that he spends a lot of time focusing on. Matt came on-board to this project because of his conviction that well-designed technology can enable users to accomplish more than they thought possible and make the world a better place.

Florida

Ben

Tino

Rapi

Created the events map for Bernie Sanders which helped volunteers get into 80,000 events where they canvassed, phonebanked, or just met fellow Bernie supporters. Rapi is now focused on building a network of technologists and organizers alike in creating a more sustainable framework of support for the progressive movement.

Initial onboarding groups

The tools that we create are designed to make organizing, both as organizers and volunteers, easier and more effective. But in order to be successful, we need progressive groups who share our values to engage with us as partners. We are actively seeking connections with and feedback from these groups. Here's who we're working with so far.

Please add more as you encounter people/organizations who you think will be interested. Format is:
        <Heading 3><Organization Name /></Heading 3>
        Contact Name: <Contact Name/>
        Contacted By: <Your Name/>
        <Description/>

Black Lives Matter

Working Families Party

National Domestic Workers Alliance - TBD

Democratic Socialists of America - Boston, New York, California

Politics Reborn / Bronx Progressives

Contact Name: Vigie Ramos-Rios, Carlos Suarez
Contacted by: Rapi Castillo
[Politics Reborn](#) and the [Bronx Progressives](#) are progressive organizations that are focused on the ground based in Queens NY and Bronx NY, respectively. They are engaged in very local, distributed community organizing, and they are in need of ways how to engage with volunteers. They have huge stake in having this available to them as they will be able to engage with volunteers on the ground and finally have tools to engage with people within their community.

They are really focused on the idea of "deep canvassing" which really brings the outreach to your neighbors in a whole new level.

Maine Democratic Party - TBD

Moveon.org - TBD

Color of Change - TBD

350

Our Revolution

Planned Parenthood - TBD

Progressive Change Campaign Committee - TBD

Action Groups

Elizabeth Warren for US Senate from MA - TBD

Draft Troy Jackson for Governor of Maine - TBD

Momentum UK

Contact Name: Kai Davenport / Rachel Woods
Contacted by: Erika Uyterhoeven
Momentum UK is going towards their second phase, where they will deeply engage with people in the UK and are continuously looking for leaders within communities. They are mainly concentrated in London, but would like to expand further outside the cities.

FAQs

Ask us some questions, we've got answers.

Brainstorming and discussion

Meeting notes - that special someone who volunteers/remembers to take notes during our meetings

Brainstorming Document - Erika Uyterhoeven

Brainstorming Video - Youtube

Meeting notes December 18: Courtesy of Matt Mallon

Data Model Brainstorming - Ben Packer