

Cover Sheet

Marxist Organizer Training Series

Join Reform & Revolution for a 4-part organizing course.

What To Expect

- 4 courses of approximately 120 mins each
 - Presentation and slide deck for each course - 40-80 minutes.
 - Discussion section or workshop for each course - 30-60 mins
 - Assigned readings for each course
 - Discussion questions for each course
 - Either workshop or brief assignment for each course
 - Speaker/ Potential Guest speakers for each course

Course Order

1. **Organizing:** Why We Need It
 - a. Introduction to Course
 - b. Activism, Organizing, and Mobilizing
 - c. Organizing And the Political Revolution
2. **Mastering The 1-on-1:** Interpersonal Organizing
 - a. Story-Teller Training
 - b. 1 on 1 Training
 - c. The Organizing Bull's Eye
3. **Our Structured Society:** Organizing Methods and the Organizing Crew
 - a. The Organizing Process/ Mapping an Organizing Environment
 - b. Structure Tests
 - c. Building An Organizing Team
4. **Think, Build, Fight:** Campaign Strategy
 - a. What Makes a Campaign Strategic
 - b. Issue Agitation + Building Demands

Week 1: Organizing: Why We Need It

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Slide Deck: [Week 1](#)

Module 1: Introduction to Course

- Learning objectives:
 - Review course syllabus and course schedule
 - Identify obligations of instructor and participants
- Assigned reading:
 - This syllabus

Module 2: Activism, Mobilizing, and Organizing

- Assigned reading:
 - [Organizers' Handbook](#) - Introduction to Organizing
 - [Secrets of a Successful Organizer](#): Lesson 1 - Attitude Adjustment
 - Marshall Gants - People, Power, and Change: [Chapter 4 - Relationships](#)

Module 3: Organizing And the Political Revolution

- Learning objectives:
 - Consider how our unique politics relate to the craft of organizing
- Assigned reading:
 - [Army and a Town Meeting](#) - A.J. Muste 1928
 - [The Revolutionary Party & Its Role in the Struggle for Socialism](#) by James P. Cannon

Day 1: Discussion Questions

- What Is Organizing? What is the difference between organizing and mobilizing?
- [Discuss this chart](#): Who are the organizers and why?

Week 2: Interpersonal Organizing

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Slide Deck:  Introduction to 1-on-1s

Module 1: Story-telling training

- Learning objectives:
 - Introduce the three aspects of messaging: Ethos, Logos, Pathos, and understand the role of each.
 - Understand the importance of storytelling as a tool for organizing
 - Begin to workshop our organizing story
- Assigned reading:
 - [Story Telling](#) - Powershift

Module 2: 1-on-1 Training

- Learning objectives:
 - Understand the role of a 1-on-1 in an external campaign
 - Understand the basic parts of a 1-on-1 conversation:
 - Setting the tone
 - Building personal trust
 - Agitating on the issues
 - Collective power is the solution
 - Making an assessment
 - The importance of a “hard ask”
 - Roleplay and workshop 1-on-1 conversations
- Assigned reading:
 - Secrets of a Successful Organizer Lesson 2: One on One Conversations

Module 3: The Organizing Process

- Learning objectives:
 - Introduce the concept of an organizing bull’s eye
 - Discuss the Organizer’s Bull’s Eye Model
- Assigned reading:
 - [Aim for the Bull’s Eye](#) Chart - Labor Notes
 - [Aim for the Bull’s Eye](#) Article - Labor Notes

Week 3: Organizing Methods + The Organizing Crew

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Slide Deck: [Our Structured Society](#)

Module 1: Mapping The Social Unit/ Organic Leaders

- Learning objectives:
 - Explore what it means to “map a workplace” or to map an organizing environment
 - Consider the difference between an activist and an organic leader
- Assigned reading:
 - EWOC: [Mapping and Charting Your Workplace](#)
 - Secrets of a Successful Organizer Lesson 3: Map Your Workplace and its Leaders
 - [Secrets - Trainers Guide](#) - “Why We Need Leaders To Organize” Page 41-Page 42

Module 2: Structure Tests

- Learning objectives:
 - Discuss examples of a structure tests
 - Explore how structure tests can be used as an organizing tool
- Assigned reading:
 - [Structure Tests](#) - The Nation
 - [Fitchburg Educators Organize And Win](#) - Working Mass

Module 3: Building an organizing team

- Learning objectives:
 - Introduce the role of an organizing committee and its relation to active supporters, inactive supporters, non-supporters, and management
- Assigned reading:
 - [Organizer Handbook](#) - Coaching - Enabling Others (21-25)
 - Watch:  The Organizing Committee Model: Training 1 (Jan. 2024)
 - [Organizing Methods in the Steel Industry](#) - William Z. Foster (1936)

Week 4: Campaign Strategy

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Slide Deck: Midwest Academy Strategy Chart w/ zoom whiteboard

1. What Makes A Campaign Strategic?

- Learning objectives:
 - Introduce the idea of strategic campaigns
 - Understand relation between goals, targets, and tactics
- Assigned reading:
 - Midwest Academy Strategy Chart
 - Marshall Ganz - Chapter 7: Strategy
- Presented by:

2. Issue Agitation + Building Demands

- Learning objectives:
 - Understand the role of issues and demands in an issue campaign
- Assigned reading:
 - Secrets of a Successful Organizer Lesson 4: Choosing an Issue
 - Secrets of a Successful Organizer Lesson 5: An Escalating Campaign

An Organizer's Library

Basics of An Organizer's Library

Overall Organizing

- [Secrets of A Successful Organizer](#) - Labor Notes
- *Rules for Radicals* by Saul Alinsky
- *Trouble-Makers Handbook* (2004) by Jane Slaughter
- [Organizing Methods in the Steel Industry](#) - William Z. Foster (1936)
- People, Power, and Change ([short](#), [long](#)) - Marshall Ganz
- [Aim for the Bull's Eye](#) Chart - Labor Notes
- [Aim for the Bull's Eye](#) Article - Labor Notes

Unions

- *No Shortcuts* by Jane McAlevey
- [A Guide to Organizing for Teamster Member Organizers](#) - Teamsters 2017
- [A Manual in Industrial Unionism](#) - William Z. Foster (1936)
- [USW Handbook for Volunteer Organizers](#) - United Steel Workers
- [UFCW Stewards Manual](#)

Political

- How To Organize and Conduct a Study Class (1924) by James P Cannon
- [IWW Organizing Manual](#)
- [A Manual on Organisation](#) by J. Peters (CPUSA - 1935)
-  Henry's Copy - Renew US Campaign Manager Training Program Guidebook

Resources For Running Your Own Trainings

- [Storytelling For Organizing](#)
- EWOC: [Mapping and Charting Your Workplace](#)
- [Secrets - Trainers Guide](#)

1199's Advice For Rookie Union Organizers

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1. Get close to the workers, stay close to the workers.
2. Tell workers it's their union and then behave that way.
3. Don't do for workers what they can do.
4. The union is not a fee for service; it is the collective experience of workers in struggle.
5. The union's function is to assist workers in making a positive change in their lives.
6. Workers are made of clay, not glass.
7. Don't be afraid to ask workers to build their own union.
8. Don't be afraid to confront them when they don't.
9. Don't spend your time organizing workers who are already organizing themselves, go to the biggest worst.
10. The working class builds cells for its own defense, identify them and recruit their leaders.
11. Anger is there before you are — channel it, don't defuse it.
12. Channeled anger builds a fighting organization.
13. Workers know the risks, don't lie to them.
14. Every worker is showtime — communicate energy, excitement, urgency and confidence.
15. There is enough oppression in workers lives not to be oppressed by organizers.
16. Organizers talk too much. Most of what you say is forgotten.
17. Communicate to workers that there is no salvation beyond their own power.
18. Workers united can beat the boss. You have to believe that and so do they.
19. Don't underestimate the workers.
20. We lose when we don't put workers into struggle.