



Action groups and Community Organising 1

Establishing your group

Name: _____

Group: _____

Organiser: _____

Date of Course: _____

Servicing vs Organising

| SERVICING | ORGANISING |
|---|---|
| Amnesty is seen as third party. | Supporters own the human rights campaigns. |
| Cold “selling” of Amnesty activism/petition signing by Community Organiser. | First step of establishing initial contacts and finding natural leaders to help recruit. |
| Reliance on Community Organiser to recruit, fulfil campaign objectives. | Group structures formed and activists encouraged to build the Amnesty through 1 to 1 organising at stalls and events. |
| Results achieved, but likely to be short term. | Results obtained through sustained efforts – more likely to be permanent. |
| Organisers resent volunteers for not coming to meetings or participating. | Activists make a real contribution to campaigns and identify with the vision of Amnesty. An attack on human rights is on themselves. |
| Governments act or undermine human rights and Amnesty reacts, always on the defensive. | Amnesty has its own agenda, activists are integral to keeping governments and international mechanism to account. Positive and proactive. |
| Results are not seen as cumulative, one petition, one event, disconnected from broader goal of human rights impact. | Activists are empowered to plan ongoing events in the campaign and recruit leaders to help. |

Notes:

The Organising Agenda

1. What's new
2. Last tasks and recognition
3. Next tasks
4. Walk through new skills needed for this task
5. Allocate tasks
6. Inoculation
7. Next meeting

SMART Objectives for Group Planning

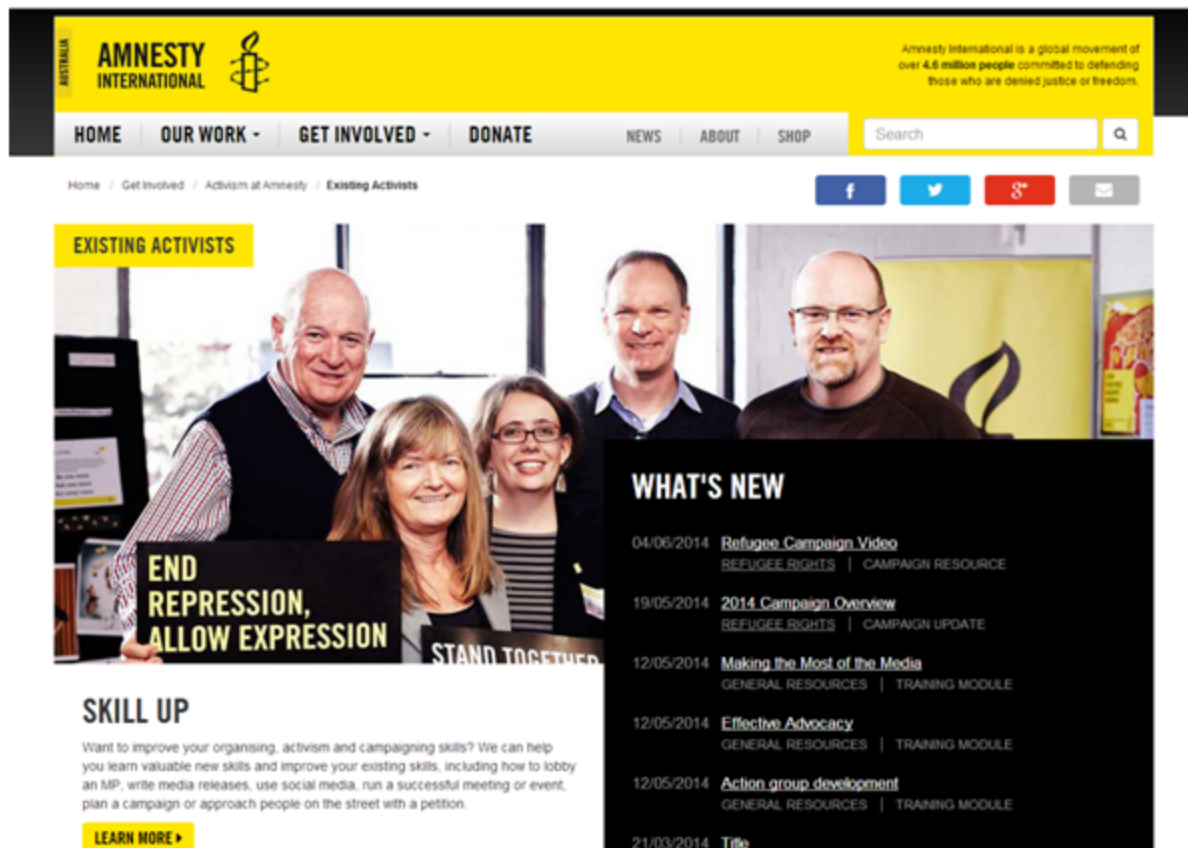
| | |
|----------|---|
| S | It helps when your goals are SPECIFIC . Including issue and action focus, dates, resources and materials needed, and whether the group requires support to accomplish the goals. |
| M | It is really valuable to make your goals MEASURABLE by the date, people involved (volunteers as well as the public), how many conversations you had with people about the issue/s, and actions taken. |
| A | Importantly goals work much better when they are ACHIEVABLE! Do you have enough time, people, materials, and support? |
| R | If your goals are REALISTIC and RELEVANT to the group, they'll be easier to achieve. Also REVIEW and REVISE , when necessary, as the plan unfolds. |
| T | Ask the group if the event or activity is TIMELY in relation to the campaign asks and time of year. Also it's really helpful to have a specific TIMELINE to accomplish your goals. Have you identified points at which you might need to pull out and replan for a later date for any number of reasons such as people getting sick, weather, campaigns changing due to political decisions? Maybe you could have an alternate action as a back up. |

Notes:

Campaign Resources and Information

Campaign information is communicated through a range of resources:

- Group Organiser;
- Leader bulletin;
- Regional newsletter;
- Training days;
- Activist hook ups and regional and national meetings;
- The website; and
- The Activist Portal



The screenshot displays the Amnesty International Australia website. The header features the organization's logo and navigation links: HOME, OUR WORK, GET INVOLVED, DONATE, NEWS, ABOUT, and SHOP. A search bar is located on the right. Below the header, a breadcrumb trail reads: Home / Get Involved / Activism at Amnesty / Existing Activists. The main content area is divided into two columns. The left column is titled 'EXISTING ACTIVISTS' and features a photograph of five people holding a sign that reads 'END REPRESSION, ALLOW EXPRESSION' and 'STAND TOGETHER'. Below the photo is a 'SKILL UP' section with a brief description and a 'LEARN MORE' button. The right column is titled 'WHAT'S NEW' and lists several recent updates with dates and titles, such as 'Refugee Campaign Video' (04/06/2014), '2014 Campaign Overview' (19/05/2014), 'Making the Most of the Media' (12/05/2014), 'Effective Advocacy' (12/05/2014), 'Action group development' (12/05/2014), and 'Title' (21/03/2014).

Check out the Activist Portal using this link:

<http://www.amnesty.org.au/activist/existing-activists>

