



# Ten Tips for Effective Collaborative Organizing

- DO:** Approach key local and regional groups before the strategy is set. Tailor efforts to the culture and politics of individual communities. No state is one community. Incoming organizers should seek synergies with existing work.
- DON'T:** Bait and switch. Be clear and honest with grassroots organizers about intentions and objectives.
- DO:** Share information and resources. Provide complementary funding, where appropriate, through clear accountable agreements to build long-term capacity that keeps working between election cycles.
- DON'T:** Come in with an agenda already in place. A useful ally's agenda is informed by ongoing work on the ground.
- DO:** Work in areas where local leaders have identified existing gaps. Collaborate on strategies that strengthen long-term capacity to target demographics where local capacity is weakest.
- DON'T:** Employ messaging that is in conflict with ongoing campaigns. Design media strategies with long-term social change work in mind.
- DO:** Build on existing strengths and capacities on the ground.
- DON'T:** Poison the base and burn up turf. Work with grassroots organizations to extend their base, and yours, and share credit for shared work.
- DO:** Extend training opportunities to local organizers. Even when resources are left with local groups, those groups are too often left without the training to maintain them. Offer local organizations the training needed to maximize collaborative resources before you head home.
- DON'T:** Take the infrastructure and run. Hand-off what the campaign has built; hand off local volunteers and staff. Take the time for evaluation and debriefing with local partners.