

#BLACKLIVESMATTER

#THEWORLDISWATCHING

INTERNATIONAL COMMUNITY IN
SOLIDARITY

GUIDANCE FOR GLOBAL BLACK LIVES MATTER ORGANIZERS

STEP 1 Research & Connect

START HERE IF
THERE IS LITTLE
TO NO GROUND-
WORK

- **Identify the root problem.** Understand your community's organizing and race relations history.
- **Find existing organizations that are aligned with your mission, values, and goals.** Explore partnering with existing youth, Black and Indigenous People of Color, and LGBTQIA+ led groups. Potential partners could include past march organizers (ex: Women's March and Fridays for Future).
- **Research and write policy demands.** Research local legislation, police budgets, cases, human rights laws, and opportunities to create change.
- **Build your audience.** Connect to potential partners over social media and consider creating a Facebook event and/or group.

STEP 2 Organize

START HERE IF
YOU HAVE NOT
YET HAD A
DEMONSTRATION

- **Connect the key players with a strategy call.**
- **Reach a consensus on your demands and strategy.** Examples could include redirecting police funding to community investment (education, jobs, community programs, etc.) and creating specific policies and social protections for all members of your community.
- **Plan your first march/protest/event,** in-person or virtually. Establish human connections by seeing each other's faces and stay connected (Facebook group, WhatsApp group, etc.).

STEP 3 Strategize

START HERE IF
YOU ALREADY
ORGANIZED A
DEMONSTRATION

- **Map your long-term strategy.** Do members of your group have the knowledge or experience to create specific policy proposals? If not, can you partner with people and organizations who do?
- **Determine your scope.** We recommend staying local and using grassroots tactics (canvassing, flyering, etc.). This keeps a team focused and lets you work toward specific, attainable changes.
- **Create SMART goals:** specific, measurable, attainable, relevant, and timely. Have goal checkpoints for 1 month, 3 months, 6 months, and 1 year. Clearly communicate, debrief, and rework these goals with your team.
- For policy, system, and environmental reform ideas, check out our **International Declaration, 8 to Abolition,** and **Campaign Zero.**
- **Share your demands** with the media, policy-makers, and on social media. Do not settle for symbolic concessions. Demand real policy changes.
- **Advocate locally, communicate globally.** Talk to organizers in other cities or in your region to share best practices and advice. Amplify and draw attention to each other on social media.

EXAMPLES OF SMART GOALS

The following are examples of SMART advocacy goals and outcomes that you could structure your advocacy around.

- Host a meeting with 5 local community organizations to consolidate policy demands in the next month.
- Clearly write and publish 2-3 concrete policy, system, or environmental demands to distribute to policy-makers and news outlets in the next 2 months.
- Create a bi-weekly protest calendar that assigns march leaders to protest within your city.
- Within the next 2-3 months, schedule in-person or virtual meetings with local officials to make concrete demands to end police brutality, systemic racism, and social injustice.
- On a continuous basis, connect with 1-3 social justice organizations and share each other's information on all social media platforms.
- In the next week, create a Facebook group with upcoming events for all demonstrations so participants and organizers can stay connected and well-informed.

GENERAL TIPS

- **Amplify Black voices.** Black people should be leading and speaking at demonstrations. If you are not Black, do not take credit for or co-opt a movement to improve Black lives.
- **Communicate frequently and effectively** with your team. Share responsibilities: organizing is extremely difficult and draining work, but it is extraordinarily inspiring when you share it.
- **Celebrate the big and little wins.** Keep track of your accomplishments and look back on them.
- **Create a cycle of organizing.** Start with a mission, create a message, communicate it, make plans, take action, learn from mistakes. Then refine/adapt your mission and repeat.
- Effective system change requires a **vision, skills, incentives, resources, and action plan.** Try to make sure all these elements are present in your organizing, and if they are not, connect with individuals and groups who can assist.
- **Be mindful of COVID-19.** The global pandemic offers unique challenges, advantages, and disadvantages to protests. There may be increased media attention. Be mindful of health precautions from your local officials, including increased hand-washing, physical distancing, and wearing masks in public spaces.
- **Recognize the commitment you are about to make.** Many organizers spend months, years, and decades advocating for their causes. While you are not required by any means to stay for the entire journey, know that dismantling systemic racism is a lifelong process. Sharing the burden with other members of your team will make it easier to handle.
- **Stay safe and be mindful of your personal visibility.** Many protest leaders have received violent threats for their work. Be prepared for this and communicate with your co-organizers.
- Go to brightest.io/community-organizing for more tips and guidelines.

CONNECT WITH US

If you have questions, want feedback, want to join our global Black Lives Matter organizer network, or would like us to amplify your cause on social media, please do not hesitate to reach out to us at theworldiswatching.blm@gmail.com. We stand in solidarity with you and are eager to help in any way possible.