The problem of “Othering” is the Fundamental problem of the 21st century
We define othering as a set of processes, structures, and dynamics that engender marginality and persistent inequality across any of the full range of human differences. Othering and marginality can occur on a group basis or at the individual level.
Service / Direct Service
Direct aid/help to people in need. Often referred to as clients or patients.

Advocacy – Individual, group and organizational activity and action that is promulgated on behalf of others who are deemed to be without a voice or in need of support.

Mobilizing
Often directed by professional staff via social media.

Community Organizing
A set of disciplined and strategic practices to build democratic and collective power to assure the conditions in which a community or communities can thrive. Agency for success rests with a continually expanding base of ordinary people who were previously never involved.
Community Organizing Process

Listening: 1 to 1 visits & House Meetings

Relationships, Reflection, & Local Leadership

Take Action

Follow-up & Evaluation

Build Relationships & Surface Concerns

Research & Analysis

Choose Priority Issue(s)
“Power, properly understood, is the ability to achieve purpose.

It is the strength required to bring about social, political, or economic changes.

In this sense power is not only desirable but necessary in order to implement the demands of love and justice.

What is needed is a realization that power without love is reckless and abusive and that love without power is sentimental and anemic.”

-Martin Luther King, Jr
Structural power is power held by social, economic and/or political institutions or systems.

Structural reforms are those that shift who has the power to decide.

A long-term agenda of structural reforms leads to structural transformation of power in society and therefore of society itself.
• Power Rests in Relationship
• Self Interest Moves People – Self Interest Changes
• The Iron Rule
• Powerful Invitations
• Members/Leaders versus Clients
• Organizing Requires Organization
• Structural Racism
9 Characteristics and Benchmarks of Effective Community Organizations

1. Staff is primarily a coach and trainer

2. Volunteer leaders carry out action, research, identify solutions

3. Layered volunteer community leadership

4. Disciplined accountability w/in organization and without

5. Large numbers and broad based representation matters
9 Characteristics of Effective Community Organizations (cont.)

6. Long life span and increased scope is norm

7. Organizations are multi-issue

8. Democratically controlled

9. Leadership Development is Central