



Principles of People's Actions' Movement Politics Organizing:
 Moving Away from Transactional Politics towards a
 Transformational Movement Politics

Movement Politics Is Transformational	Transactional Politics.
Elevate People Power – Field Conversations, 1:1's & direct actions	Elevating the power of concentrated wealth. Buys Air.
Electing people from the movement who are reflective of the actual people in America (women, people of color & LGBTQ folks), have our life experience, share our values & will act on them.	Vote for the lesser of two evils
Moves Voters Towards Our Worldview on Race. Confront Politicians Who are Bad on Race	The opposition uses racialized attacks against us. We avoid race.
Raises \$ from the 99%.	All action is dictated by big money.
Builds permanent organization.	Short term campaign infrastructure that disappears after election day.
Integrates bold issues and elections.	Only thing that matters is that "our" candidate wins.
Moves voters on public control of the economy	Exclusively poll tested messaging
Uses elections to develop leadership	Paid staff make all the decisions and take on all the key roles.
Movement As Savior. Agenda As Savior.	A Candidate Will Save Us