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**Monday, May 17, 2021**

Dear friends,

As the Boards of Directors of People's Action and People's Action Institute, we celebrate all that we've accomplished with George Goehl's leadership and we are ready to build on his legacy.

George is passing the baton while the organization is in a very strong position. In doing so, he continues to prioritize the long term strength of the organization, and we're very grateful for that.

People's Action and People's Action Institute have never been stronger. The members of our national networks are more aligned than ever, and we are in the best financial position of our history. With our urban, suburban, and rural mix, focus on organizing beyond the choir, our deep canvass capacity, and our movement politics program, we occupy unique lanes in our movement. From this foundation, we are poised to make a big impact on the lives of everyday people and contend for power at the local, state, and federal levels.

When George became the director of National People's Action (NPA), the organization was not in such a strong position. Today, People's Action is a dynamic organization of 40 affiliate organizations in 30 states, more than 50 national staff, and issue campaigns and a political program that keep innovating to meet the moment.

**Here are just a few of the accomplishments we celebrate:**

**Taking It To The Banks.** We launched the most significant response to the financial crisis of any organization in the country before Occupy Wall Street, moving tens of thousands of people into the street in the fight for financial reform and mortgage relief for ripped-off homeowners.

**The New Bottom Line.** At a time when national organizing networks could only agree on one thing—that they didn't like each other—George and NPA teamed up with allies to launch The New Bottom Line, a first-of-its-kind alignment of national organizing networks.

**Long-Term Agenda.** Sensing a need to move beyond jumping from campaign to campaign, NPA spent a year with grassroots members studying the last 40 years, and then building our own 40-year agenda for a New Economy from the ground up. This agenda has become the theory of change for the organization and for the affiliates.

**Movement Politics.** When George became the director, NPA did not do elections. Period. Since then, the organization has helped elect over 400 people to public office, with dozens coming out of our grassroots membership.

**Launching the largest race-forward rural organizing program in the country.** People’s Action has conducted 10,000 listening conversations with rural voters in 2017, and **over a million conversations** with rural voters since.

**The most participatory, democratic endorsement process in the 2020 Democratic presidential primary.** *The Nation* called People’s Action’s Iowa forum “The Most In-Depth, People Powered Forum of the 2020 Presidential Primary Season.”

**People’s Action spearheaded the largest-ever persuasion program by a community organizing network in an election,** having had 280,000 persuasion conversations in 2020.

**Just last month, we launched the Deep Canvass Institute,** a partnership between People’s Action and the New Conversations Initiative to take deep canvassing to scale.

The ways in which we accomplished these milestones during George’s tenure have been just as important as the outcomes:

**Alignment and democracy.** We are an affiliate network governed by our affiliate organizations, with members of those organizations electing the People’s Action board. Our ambition is to build the most democratic organizing network in the country.

**Centering organizing.** We are boards of directors made up of organizers. This is not an accident. It’s why People’s Action is an organization that is first and foremost about organizing. Our organizing centers the lives and experiences of the people most impacted by social injustice—they drive the work!

**Affiliates first.** Many of us are directors of affiliate organizations, and we know that our national staff wakes up thinking about the health and well-being of the member organizations that do the work.

We want our next director to build on this legacy. On day one, that person will have some incredible people and capacity to work with:

- A talented staff team that is rowing powerfully in one direction.
- A network of powerful affiliates leading the organization.
- A board of directors that is more aligned than ever and not afraid to do the work of the organization.
- A diverse and growing funder base, including thousands of grassroots individual donors.
- A national distributed team that engaged 35,000 volunteers (including folks from all 50 states) in the 2020 election.
- The largest deep canvass program in the country, including a newly launched Deep Canvass Institute.
- A rare mix of urban, suburban and rural organizing.
- Money in the bank, and a new headquarters to be completed early next year.
- Powerful and strategic campaigning on issues that impact people across this country.

We will post the opening for the director position soon. In the meantime, George will continue to direct us as we continue kicking ass and driving our priorities, including:

- Organizing and reaching way more working-class people
- Winning tangible change in people's lives
- Telling the story to advance our ideas

We look forward to doing all of this in partnership with you.

In solidarity,

**People's Action Institute Board**

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