



the
**ORGANIZING
REVIVAL**
is
HERE.

**PEOPLE'S
ACTION**



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Welcome to the 2023 People's Action Convention – Coming Home: An Organizing Revival!

It has been almost four years since we last came together to celebrate one of People's Action's beloved traditions. The last four years have been filled with daunting challenges, including a world-wide pandemic that took the lives of millions. Some of us experienced the pain up close as we lost dear ones, and everyone was impacted one way or another. Even during a pandemic, we saw thousands of people take to the streets in protest after the murder of George Floyd. In 2020 we turned out to vote against all odds, and together we brought the country back from the brink of four more years of authoritarian rule. This Coming Home convention is a celebration of our resilience and the power of collective action.

Whether it's your first convention or one of many, I hope you take the time to ground yourself, to be nourished and inspired by connecting to others and building new relationships. This is what Coming Home is all about!

As we look ahead, we are committed to the revival of the transformational art of organizing! This convention will launch an Organizing Revival across every state in the network - a renewed commitment to deepening the practice and craft of organizing, growing the base of leaders in our organizations and winning issue campaigns that directly impact the lives of everyday people. We will also be joined by progressive partners across the movement, who, like us, have answered the call for this much needed organizing revival.

Thank you for your commitment to social justice and for joining us at this year's convention. I look forward to taking action together and to hearing your stories of the amazing work happening all across the country.


Sulma Arias,
Executive Director



The Organizing Revival is Here.

Over the next several days together, People's Action members and allies are coming together to reconnect, celebrate, and commit to building power together through an organizing revival.

The organizing revival is our call to recenter ourselves on the transformational power of organizing. It is also an invitation to the broader movement to build power together. The revival comes out of a process of deep reflection, evaluation of the last 10 years, and an analysis of our power to win real change for our communities over the next decade.

While we face great challenges, we are also in a time of incredible possibilities to organize millions of people into a vision of hope for what we can become when we build communities where everyone is seen and everyone can thrive.





The organizing revival is our commitment and plan to sharpen and expand the craft of organizing by training tens of thousands of new leaders in rural, suburban, and urban communities in the craft of community organizing. We are setting the stage for a powerful new phase of our movement.

The pillars of our organizing revival include building new organizing infrastructure across the People's Action network and with allies across the country, running issue and electoral campaigns that grow our base, public storytelling and strategic narratives that connect to organizing to grow our base and shift what's possible, and organizing philanthropy for big investments in organizing over the next decade and beyond.

By reviving and resourcing the craft of community organizing in this way, we will grow the ranks of powerful movement leaders, win campaigns that make future wins possible, and shift the public discourse to take control of the public agenda. The power we build through the organizing revival will make it possible to build a true multiracial democracy and a future of health, safety, and hope and power for our communities.

**SUNDAY, JUNE 25****2pm****REGISTRATION BEGINS*****Sky View***

If you have a group larger than 5 that is arriving together, designate one member from your organization to check in on your behalf. Everyone else should go directly to the registration table. All name badges and program booklets will be provided. Anyone that requires child care will be asked to check in to receive additional information and the designated child care room locations. All those in need of interpretation will check out equipment near the registration area.

3pm**ROOM CHECK-IN*****Sky View*****2-4pm****SOCIAL HOUR*****Salons D, E, F, G***

Come and meet other organizers from all over the country. We have fun, interactive activities to get to know each other. No matter when you get to the hotel, this space is open for you.

2-11pm**MOVEMENT ART MAKING*****Pentagon***

The Art Space will be open today and tomorrow. Join us anytime to create the art and signs for our upcoming actions. No design or artistic experience necessary.

2:30-4pm**PRE CONVENTION MEETINGS (INVITE ONLY)**

Delegates Assembly (*Salon B*)

Movement Governing Reception (*Salon C*)

4-5:15pm**DINNER ON YOUR OWN**

Check the Event App. Visit one of the several restaurants near the hotel to grab a bite to eat. Remember to be back in time for the Opening Plenary.

**5:15 -
5:30pm**

PRIDE MARCH
Pre-function Area

5:30-7pm

OPENING PLENARY
Arlington III-VI

Welcoming; Energizing & Inspirational Opening; Rite of Remembrance; Celebration of Victories from 2019 to 2023; Naming the Crisis; Laying out the Need for Power Plans & Organizing Revival

7-7:15pm

TRANSITION/BREAK

**7:15 -
8:45pm**

**WORKSHOP ROUND 1: POWER PLANS & THE ORGANIZING REVIVAL
- REGIONAL ASSEMBLIES TO BUILD THE POWER WE NEED TO WIN**

In these first-ever concurrent regional assemblies, member organizations will take responsibility for how we'll take Power Plans home, and what we will do from training to base-building to make the Organizing Revival real back in our home state. New England (**Salon F & G**); Midwest 1 (**Salon B**); Midwest 2 (**Salon A & K**); West (**Salon C**); South (**Salon E & D**); Mid-Atlantic (**Arlington III-VI**).

8:45-9pm

TRANSITION/BREAK

Head to the network staff meeting if you are a member organization staff member, if not, have fun making art, hitting the town or finding others hanging out at the hotel!

9-9:30pm

ALL NETWORK STAFF MEETING
Salon B

Gathering of network staff at the convention.

9-11pm

MOVEMENT ART MAKING
Pentagon

The Art Space will still be open, come help create the art and signs for our upcoming actions. No artistic experience necessary!

MONDAY, JUNE 26

7-8:45am

BREAKFAST (ON YOUR OWN)

8:45-9am TRANSITION/BREAK: Head to the workshop of your choice!

9-10:30am BUILDING A BIGGER WE: POLITICAL EDUCATION & ORGANIZING SKILLS FOR TAKING IT ALL HOME

See page 11 for Workshop Descriptions

- Why and How to Revive Organizing and Build a Bigger We in Today's Rural America: **Salon H & J**
- Teaching Multiracial Working Class Unity Against the 1%: "A Game of Chairs": **Salon E & D**
- Got Issues in Your Communities? There is \$\$ to Fix it! \$4 Trillion Worth! **Salon B**
- Foundational Trainings for the Organizing Revival: **Salon A & K**
- Testify! Telling Your Own Story With a Purpose: **Salon C**
- Drug Power: How History & Narrative Impact our Ability to Build the Bigger We: **Salon F & G**
- Organizing Communities of Faith: **Salon I**
- Combating Social Isolation with Deep Canvassing: **Salon II**
- Arts, Narrative and Organizing: **Pentagon**

10:30-10:45am TRANSITION/BREAK: Head to the workshop of your choice!

10:45am-12:15pm ORGANIZING FOR THE WORLD WE DESERVE

See page 13 for Workshop Descriptions

- The Revolutionary Potential of the Tenant Movement: **Salon H & J**
- Confronting the Climate Crisis at the Root: Kicking Corporate Booty! **Salon A & K**
- Care Over Cost: Fighting Corporate Insurers & Building Power to Win Medicare for All: **Salon C**
- Leveraging Federal Funds - Where they are, how much & how to get them! **Salon B**
- Youth Organizing is the Future: **Pentagon**
- Don't Be Scared: It's time for YOU to run for office! **Salon E & D**
- Narrative 101: Dominant Narrative vs. Our Narrative: **Salon II**
- Data and the Organizing Revival: **Salon I**
- Building Power for Public Education: H.E.A.L. Together and the fight to defend the foundation of multiracial democracy: **Salon F & G**

12:15-11pm MOVEMENT ART MAKING **Pentagon**

12:15 -
1:45pm

LUNCH ON YOUR OWN

1:45 -
2:15pm

DIRECT ACTION PLENARY TRAINING

Arlington III-VI

Power must be made visible. We use Direct Action to make our power visible to decision-makers who are barriers to us winning our campaigns. This plenary will share essential lessons and tools to make Direct Actions creative, effective and transformational.

2:15 -
2:30pm

TRANSITION/BREAK

Head to the Direct Action Roles Trainings

2:30 -
4:15pm

DIRECT ACTION ROLES TRAINING & PREP

Here we'll split up into different teams to learn about and prepare for particular roles for direct actions. Many of you have already been recruited into specific trainings – make sure to go to that room! Otherwise, join the Energy, Marshall or Social Media Team Trainings.

- Marshalls: **Salon A & K**
- Energy Team: **Salon B**
- Bus Captains: **Salon II**
- Social Media Team: **Salon H & J**
- Art and Visuals Team: **Pentagon**
- Police Liaison & Legal Support (early commitments only): **Salon I**

4:15 -
4:25pm

TRANSITION/BREAK

4:25 - 6pm

CLOSING PLENARY

Arlington III-VI

Ratifying Power Plan; forecasting signature issue campaigns; movement politics ritual & laying out strategy; Race Forward collaboration; launching the organizing revival with allies and member organizations

6 - 8pm

DINNER ON YOUR OWN

8 - 11pm

FESTIVAL OF JOYOUS REBELLION

Arlington III-VI

TUESDAY, JUNE 27**7-9am****BREAKFAST & ROOM CHECK OUT & LUGGAGE STORAGE**

Wear your Convention t-shirt today! Drink your coffee and grab your own breakfast; we will provide a light snacks on the buses (granola bar, fruit and water).

9-9:30am**BOARD BUSES FOR SITE VISITS**

We will all go and quickly board buses to take action all together. The **Buses will LEAVE at 9:30 SHARP**—don't be late!

**9:30am-
1:30pm****SITE VISITS**

Organizing as one big powerful collective, we as People's Action will visit decision-makers to make demands for our communities.

LUNCH

Everyone will be provided boxed lunches.

1:30-3pm**LAST SITE VISIT**

If you do not have a lobby visit planned, we have one final site visit. Gather back on the buses at 1:30pm to head there. After the site visit we will walk 15 mins back to the hotel.

2-5pm**LOBBY VISITS**

People's Action member organizations will meet with their Congressional offices to develop and grow their relationships and influence with those offices and educate Congressional staff about our campaigns' priority issues, priority legislation and administrative demands. The lobby day serves to increase People's Action's visibility, power and influence in Congress. Note that the last shuttle from the Peace Monument back to the hotel will leave at 5:30pm.

2-5:30pm**CATCH A SHUTTLE BACK TO THE HOTEL****5pm****OFFICIAL CLOSE OF THE EVENT & HEAD BACK HOME!**

Take your renewed energy and some new skills & information and head back home to continue to make powerful change in your communities!

WORKSHOP DESCRIPTIONS

SUNDAY, SESSION 1 (7:15 – 8:45pm)

POWER PLANS & THE ORGANIZING REVIVAL: REGIONAL ASSEMBLIES TO BUILD THE POWER WE NEED TO WIN

Over the past year, People's Action has engaged in group-by-group conversations to determine the power we need to win in the next 10 years, and chart the path to get there. From these conversations, we developed some national-level commitments to the work we will take on over the next ten years to lay the groundwork for our Long-Term Agenda. In these first-ever concurrent regional assemblies as the combined leadership of People's Action, member organizations will take responsibility for how we'll take Power Plans home, and what we will do from training to base-building so the Organizing Revival becomes real back in our home state.

MONDAY, SESSION 2 (9:00 – 10:30am)

BUILDING A BIGGER WE: POLITICAL EDUCATION AND ORGANIZING SKILLS FOR TAKING IT ALL HOME

Why and How to Revive Organizing and Build a Bigger We in Today's Rural America. Rural communities and small towns are a central part of the bigger “we” that we are all building. Come to this workshop to talk about which organizing traditions are relevant in rural communities and learn about new strategies. We will also: (1) Network with rural leaders, organizers, and directors; (2) Learn about the necessity of building rural power and how to talk about it with rural people and movement allies; (3) Get new ideas about rural-specific strategies and tactics; (4) Learn how to join our strategy for driving more funding and media attention to rural powerbuilding.

Teaching multiracial working class unity against the 1%: “A Game of Chairs” / “Un Juego de Sillas”. Firelands Workers United uses popular education to organize across class, race and place in Washington state. Come join this participatory, energizing workshop to learn about an amazing organizing set of tools that Firelands uses to develop a shared analysis of racial capitalism and neoliberalism among their working class base. You will leave ready to run this activity in your own organization so that even more people understand who is keeping us down and how, and how we can fight back.

Got issues in your communities? There is \$\$ to Fix it! \$4 Trillion Worth!

This is an historic moment in our country! The opportunity exists—right now—in your town, city, county and state to leverage millions of dollars for public infrastructure, well-paying green jobs, clean water, healthy home retrofits, climate resilience, and much more. More importantly, we will explore strategies and tactics that will help your organization use the leveraging of these resources to expand power, build your membership base, foster smart co-governance strategies with existing and potential leaders— all while delivering meaningful victories for your communities.

Foundational Trainings for the Organizing Revival. Organizing involves a lot of “slow and respectful” work. It takes time, energy, resilience, courage, judgment and vulnerability to be successful. This is all while the world around us continues to beat us down. Do you feel clear and confident about some parts of organizing but unclear about others? Do you have instincts about how your organizing must grow but you don’t trust those instincts? This session will answer these questions and many more. We will overview every step in our organizing methodology, from Making the Decision to Building Power to Developing a Campaign Plan, so that you feel prepared to lead the Organizing Revival in your community.

Testify! Telling your own story with a purpose. You know you’ve got an amazing story to tell; now, how do you go about telling it powerfully? Come to this session to learn how to channel your own experiences to tell a public story that builds a bigger “we” and politicizes your individual experience into collective power. Telling our stories is a key skill in the Battle of Big Ideas that we are waging - it’s all about the power of narrative and storytelling. Come and practice articulating your own story of self and connecting it with stories of us and now. You will even leave with a recording of your own “story of self!”

Drug Power: How History & Narrative Impact our Ability to Build the Bigger We. The warring narratives around drugs and people who use drugs have been used for far too long to divide our communities. Join this workshop to dive into the history of the war on drugs and harm reduction. We will use the Drug War and Overdose Crisis as a lens to show how language and stereotypes are used to divide and why we need a better path forward in building power and changing the political landscape. This workshop will include tools and examples for engaging across lines of difference to bring together a bigger we.

Organizing Communities of Faith. 30% of US adults report regularly attending religious services; so, we can’t build the power we need without

people of faith. Organizing religious communities comes with its own set of challenges and benefits. If you are working with a faith community, organizing a congregation, or have a pastor, rabbi, Imam or other spiritual leader in your base (or who want to do this work), join this workshop to share best practices and learn tools for overcoming common challenges. Come join others doing this powerful work and leave with a sense of why this work is vital and what we can be doing to push it forward.

Combating Social Isolation with Deep Canvassing. The crisis of record-high loneliness impacts us all. To win progressive victories we need to transform fear and isolation into powerful and innovative connections that address the core conflicts of our communities. Join this workshop to hear from member-leaders on the ground about how Deep Canvassing breaks down barriers, disrupts white supremacy, builds a bigger “we,” and wins! That’s how we drive the Organizing Revival forward: door to door, neighbor to neighbor. This workshop will be split into a “101” and a “401” breakout session, to support both newer and more experienced Deep Canvassers.

Arts, Narrative and Organizing. The synergy of arts and organizing can capture imagination, shape ideas and worldview, fire people up and help win campaigns. For centuries, social movements have successfully incorporated arts into both small and massive campaigns. Come to this workshop to join artists and organizers who have already fused arts and cultural work into their ongoing work. We’ll be joined by Ken Grossinger, People’s Action board member and author of the book “Art Works: How Organizers and Artists Are Creating a Better World Together.”

MONDAY, SESSION 3 (10:45am - 12:15pm)

ORGANIZING FOR THE WORLD WE DESERVE: CURRENT FIGHTS ON THE CRISES WE FACE AND WHAT TO DO ABOUT THEM

The Revolutionary Potential of the Tenant Movement. The rent is TOO DAMN high, and in the richest country in the world no one should have to face egregious rent hikes, unlivable housing conditions, or be displaced from their home. This is not inevitable, and it doesn’t have to be this way. There is an intervention: the Tenant Union. If you’re hungry to make change in your building, neighborhood, or city, join the Homes Guarantee Campaign for this workshop. We will reflect and share our own experiences, and hear inspirational organizing stories of tenant campaigns and unions that will invite lessons that you can bring back to your community.

Confronting the Climate Crisis at the Root: Kicking Corporate Booty!

From wildfires to surging storms and historic droughts, it's clear: the climate crisis is here and working class folks and people of color are hit first and worst. We need a movement that's both clear on the root causes of this crisis and powerful enough to win campaigns going after those causing this chaos. Join organizers from the People and Planet First campaign as we dive into the role of corporate power in the climate crisis, share stories from the frontlines and help shape our next national climate justice campaign.

Care Over Cost: Fighting Corporate Insurers & Building Power to Win

Medicare for All. Have you or someone you love been denied needed care by a private insurer? Healthcare is a fundamental human right that corporations make billions of dollars from annually. We cannot continue to simply reintroduce Medicare for All every year without also tackling our primary corporate opponents & changing the political landscape. Come & join the Health Care for All crew to learn how we have been publicly fighting back against corporate insurers that put their profits over our care, and how you can throw down on a long-term strategy to win an Improved Medicare for All!

Leveraging Federal Funds - Where they are, how much & how to get them!

Are you a "newbie" to this issue? Join in and you'll leave with a plan for what you can do once you're back home to help move dollars where they're most needed. There is \$4 trillion of federal money available for our communities! If you're interested in how to find them, how much, what they can be used for, and who in your state, county or town has the power to allocate these funds - this is the space for you. In this session, we will demystify the process & strategy for effectively leveraging billions of dollars in cities and states.

Youth Organizing is the Future: None of the wins we're fighting for will happen without broad bases - including students and young people. Join Southwest Organizing Project, San Francisco Rising and New Hampshire Youth Movement in this dynamic workshop to learn why organizing young people must be central in our movements, and how to do it. They will share case studies of base-building; an interactive youth organizing exercise; and discuss how we are ultimately building a pipeline of people who can join our movements for the long term. If you want to bring young people into your organization and build a movement of intergenerational wisdom, this is the session for you.

Don't be scared: It's time for YOU to run for office! Come on! You know you've thought about it! You're mad at how most elected leaders are making

decisions on our behalf. You have great ideas. Your neighbors go to you for the chisme and intel on who to vote for. To win the world we want, we need thousands of people to run for office across the country. You are one of them! And if you know you're not, you gotta find who is! We'll demystify who should run for office, hear from movement champions who took the risk, and plan your next steps (whether next year or in the next 10 years).

Narrative 101: Dominant narrative vs. our narrative. Our opponents seek to win political battles before they even begin—by controlling the narrative, cutting off people's creative imaginations and dividing us against each other. We need to develop our power to wage the Battle of Big ideas to make our vision and values common sense. In this workshop, you'll learn how to identify dominant narratives and bring People's Action's own Big Ideas into the conversation so that our organizations can build a new national narrative for transformative change.

Data and the Organizing Revival. Let's be real: access to text-banking, mass email or digital ads have sometimes led to organizations using data and digital tools as a shortcut around rigorous organizing. But those tools can also make our base-building efforts exponentially more effective, powerful, and relational. In this session, we'll reflect on the dangers AND move beyond the skepticism to explore some real ideas for how to make data a springboard to more powerful and thorough organizing, like how to use relational organizing apps, simplify outreach to new potential base members, make contact with hard-to-reach populations, and measure our impact.

Building Power for Public Education: H.E.A.L. Together and the fight to defend the foundation of multiracial democracy. Public school systems across the country have long been a battlefield for competing visions of society. Recent attacks on critical race theory and transgender children are part of a well-funded and long-term effort to discredit and dismantle public education, and with it, the very notion of public schools as a public good in a strong multiracial democracy. People's Action and our member organizations are collaborating with Race Forward in helping to build H.E.A.L. [Honest Education Action & Leadership] Together to advance honest, equitable and fully-funded public education as the foundation for a just multiracial democracy. This is one of the most ambitious organizing efforts to defend public education from the most recent wave of attacks. Come join this workshop to learn more about this exciting effort and how to engage in the fight to defend public education.

FEATURED SPEAKERS



Ana Garcia-Ashley

Ana Garcia-Ashley's family moved from the Dominican Republic to New York City during the 1960s. Interested in the intersection of politics and faith, Ana attended the Iliff School of Theology in Denver. In 2009, she was named Associate Director of Gamaliel, becoming Executive Director in 2012. Ana's deep sense of organizing and her status as a naturalized immigrant dovetail perfectly with the goal of Gamaliel communities and bring about justice locally, nationally and globally.

Maurice Mitchell

Maurice Mitchell is a nationally recognized social movement strategist, a visionary leader in the Movement for Black Lives, and National Director of the Working Families Party. Born and raised in New York to Caribbean working-class parents, Maurice began organizing as a teenager—and never stopped. As a high school student, he served as a leader for the Long Island Student Coalition for Peace and Justice. At Howard University, after a classmate was killed by police officers, Maurice led organizing efforts against police brutality and for divestment from private prisons. He went on to work as an organizer for the Long Island Progressive Coalition, downstate organizing director for Citizen Action of NY, and Director of the NY State Civic Engagement Table.



Glenn Harris

Glenn Harris is the President of Race Forward and Publisher of Colorlines. Race Forward catalyzes movement building for racial justice. In partnership with communities, organizations, and sectors, Race Forward builds strategies to advance racial justice in our policies, institutions, and culture. Glenn brings to the new Race Forward over 30 years of experience working on issues of race and social justice—working with community organizations, foundations, and government agencies dedicated to building a more just and democratic society.



Rev. Alvin Herring

Rev. Alvin Herring is executive director of Faith in Action, the largest grassroots, faith-based organizing network in the United States. An ordained Christian Minister with over 30 years of experience in ministry, Rev. Herring is constantly working to put faith back into the public square by expanding the idea of faith far beyond 11 a.m. on Sunday. Rev. Herring previously served as Faith in Action's director of training and faith formation. In that role, Rev. Herring expanded the organization's training program, sharpened its racial equity lens and insisted the network of faith leaders more deeply engage and empower people living closest to the pain of oppression and isolation.

Sen. Robert Peters

Senator Robert Peters began his career in his community as an organizer, where he fought alongside a grassroots coalition to require Cook County judges to set affordable bail amounts. As a state senator, Peters plans to continue advocating for public safety for all. He's passed bills that made Illinois a leader for temp worker rights as well as expanding time off for survivors of gun violence. He is also committed to holding big corporations accountable, continuing his focus on reforming the criminal legal system, creating clean energy jobs, fighting for housing, health care justice and fighting for democracy in public education. He is passionate about his work and his community and intends to be the best public servant he can be.



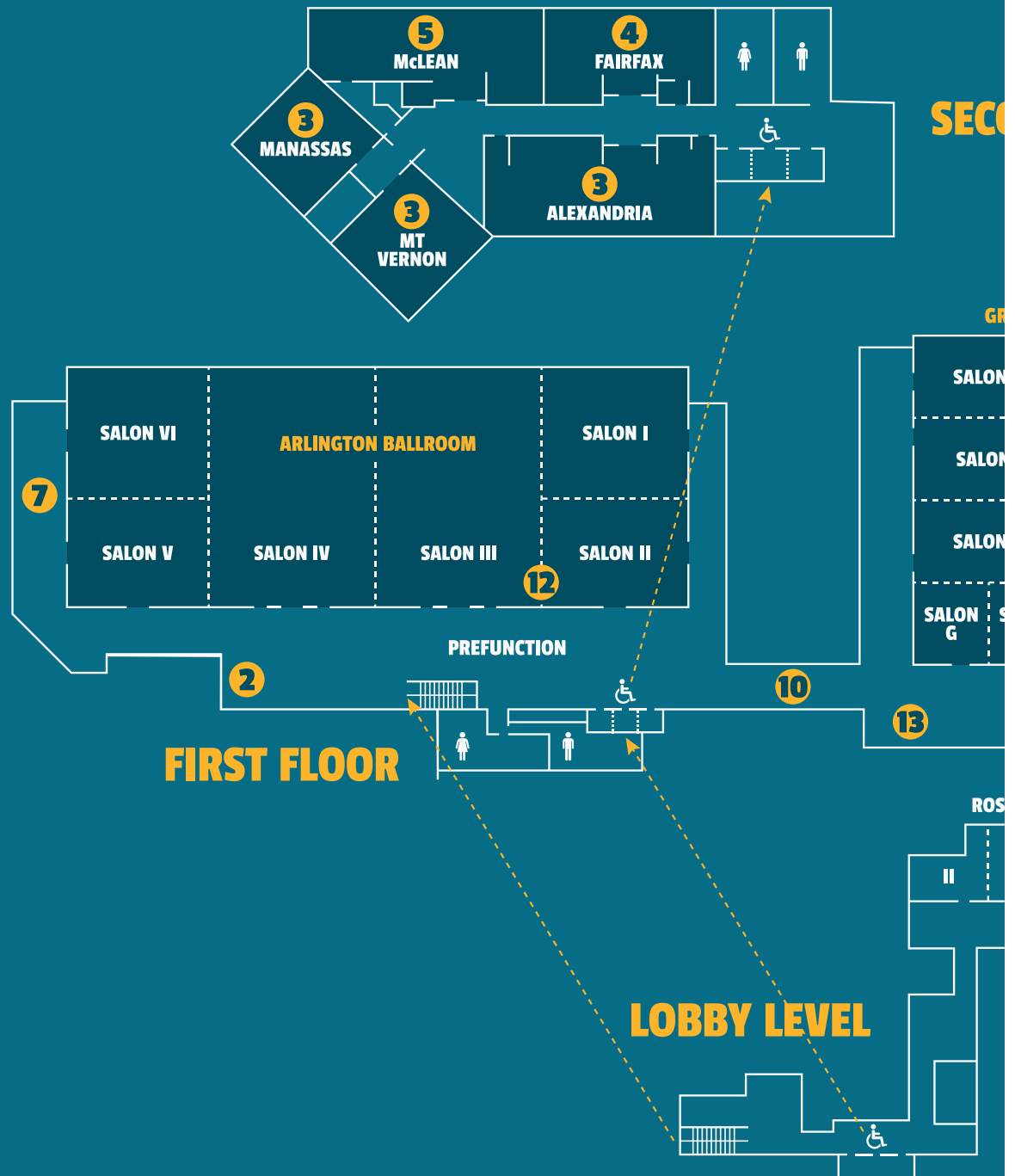
Anthony Joel Quezada

Anthony Joel Quezada is a first-generation American and lifelong Chicagoan resident. Anthony recently worked in public service as the Director of Neighborhood Services for Chicago's 35th Alderman, Carlos Ramirez-Rosa, and is a community organizer with United Neighbors of the 35th Ward, a progressive independent political organization. Last year, Anthony was elected to the Cook County Board of Commissioners as the youngest Commissioner in Cook County's history. He is the first openly gay Latino and democratic socialist to serve on the board. He proudly represents and serves 300,000 residents across Chicago's northwest side neighborhoods.



**WE INVEST IN, DEVELOP, AND
BUILD POWERFUL LEADERS
AND ORGANIZERS.**

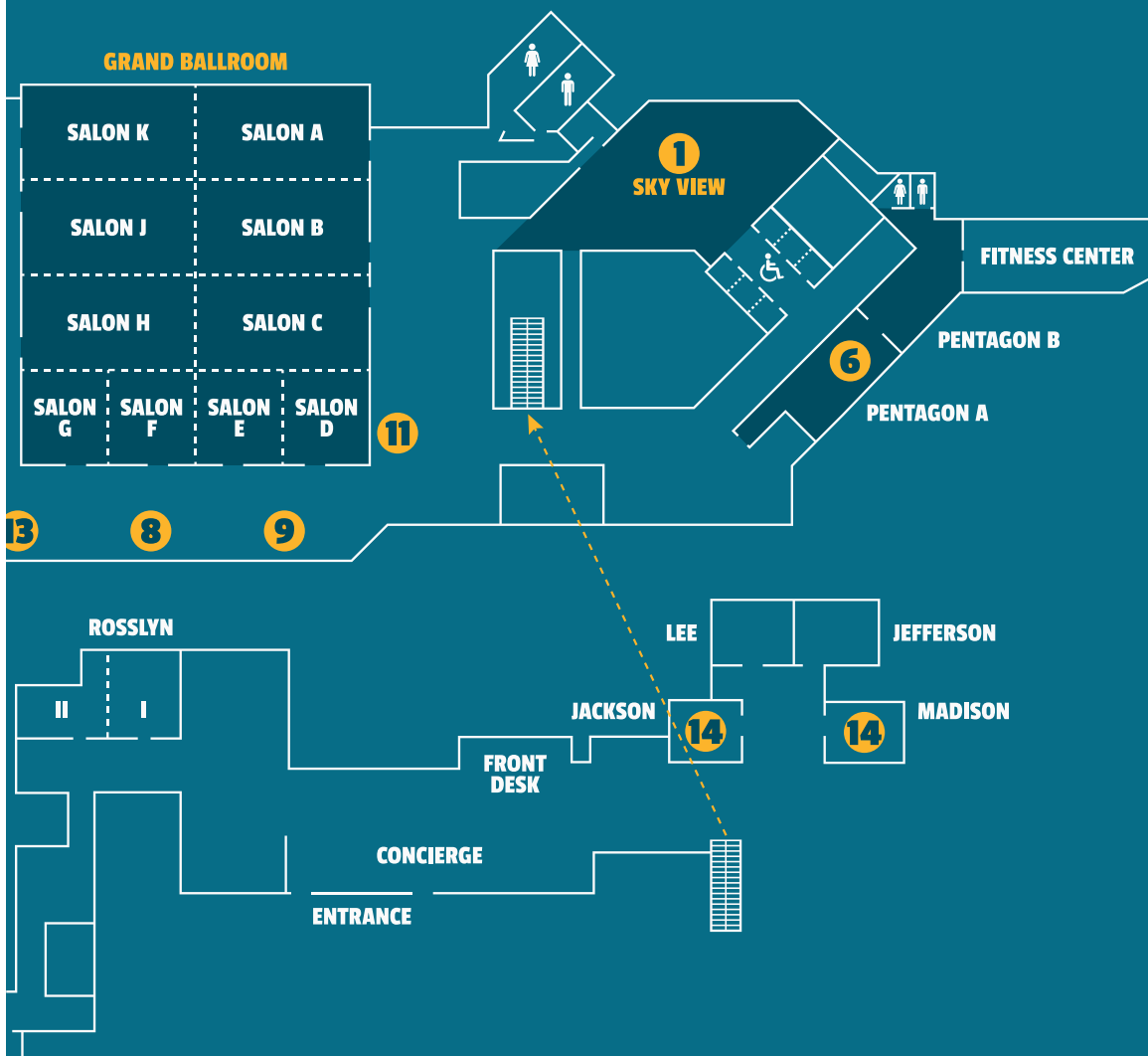
Scan here to check out People's
Action's upcoming trainings.



Places of Interest:

- | | |
|---|--------------------------------|
| 1 Registration, Child Care Check-In, Language Justice, Accessibility Support | 4 Parent's Nursing Room |
| 2 The People's Swag | 5 Quiet Room |
| 3 Child Care Rooms | 6 Art Room |

SECOND FLOOR



7 Green Room

8 Photo Booth

9 Video Storytelling Booth

10 People's Action History & MAT Act Victory Display

11 Revival School Bus Art Piece (Interactive)

12 Ofrenda (Interactive)

13 VIP & Media Check-in

14 Luggage Storage