



THIS IS WHO WE ARE.



**FACES & VOICES
OF RECOVERY**

ADVOCATE. ACT. ADVANCE.



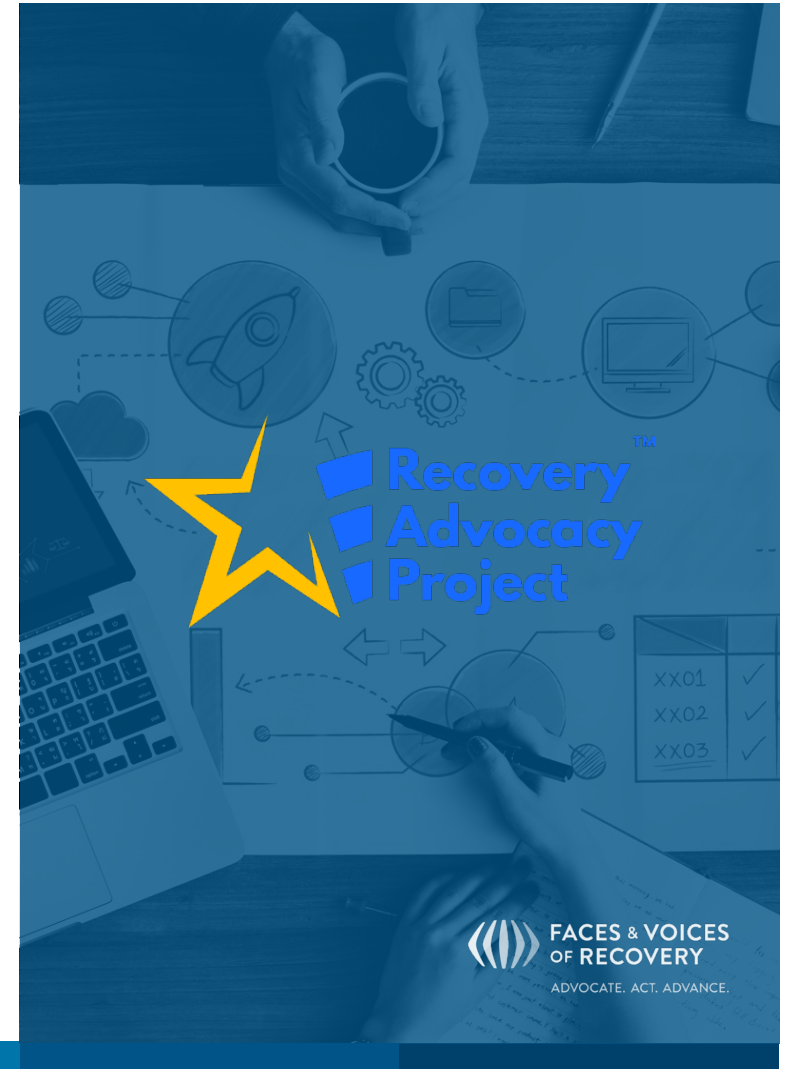
Assessing and Building Advocacy Capacity

What makes the grass grow?

presented by

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Where We Are Going

- Short introduction : What makes the grass grow?
- Relational Organizing
- Recovery Empowered Campaigning
- Tools/Resources to help build advocacy capacity



Introduction

- Grassroots Organizing Background
- What makes the grass grow?
- The hard truth of a disconnect

Assessing Advocacy Capacity

- ☐ Do you have an Outreach/Volunteer/Advocacy coordinator
- ☐ Do you use Digital Organizing Tools/Contact Management Systems?
- ☐ Are you listening? Host Recovery Community Listening Forums
- ☐ Are you centering campaigns/actions around marginalized individuals/communities?
- ☐ Are you Communicating? Webinar/Video Calls/One on Ones
- ☐ Online polling/surveys via social media (SurveyMonkey/Google Forms)
- ☐ Are you collaborating/unified?
- ☐ Are you reaching rural and urban areas?
- ☐ Have you done a Recovery Asset Resource Map?

Digital Tools – Contact Management Systems

- Constant Contact
- Grassroots Unwired
- SalsaLabs
- Action Network
- Nationbuilder
- Mobilize
- MobileAction
- Charity Engine



Relational Organizing

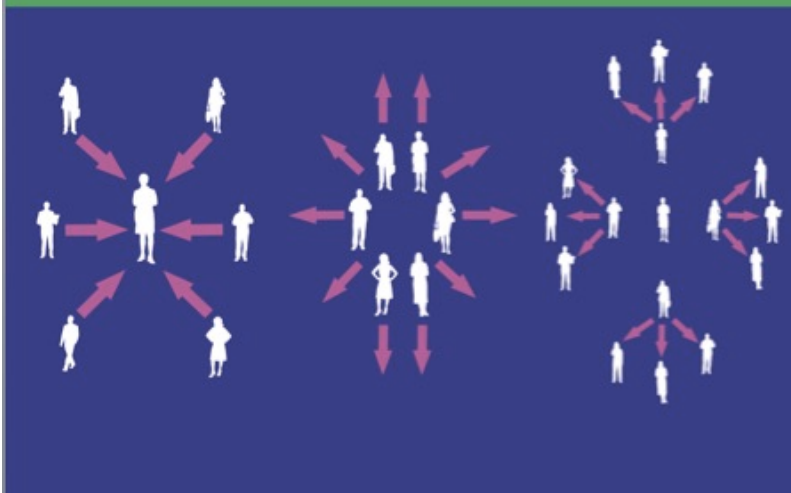
Defining Relational Organizing

A model of organizing that is based on building & furthering personal connections in our networks (digital and peer) to maintain an impactful movement and grow towards social change.



Different Organizing Models

I'm the leader | We're all leaders | Snowflake



Decentralized Leadership:

"Many leaders" or "no leader". Not one leader being followed.

Custodian: A person who has responsibility for or looks after something.

Stewardship: Role of supervising or taking care of something. Careful and responsible management entrusted to one's care.

Relational Organizing follows a Snowflake Model



- Understanding of Stewardship & Team
- Communicate appropriately. Enroll & Invite others into the process of building campaigns.
- Meaningful Connections (Listen and Care for one another's perspectives and experiences)
- Keep people engaged
- Embrace true Inclusivity
- Delegate responsibility to avoid fatigue
- Recognize everyone's strengths while teaching one another. Individuals can be teachers and students.
- Everyone plays a role, has value, and has something to add.
- Grow the Organizing Snowflake



Community over Individuals

"We are in a critical stage of the recovery movement in America, and we need to think carefully on what direction we go as a community and what we do to ensure that we expand recovery opportunities for the next generation. We have a stewardship responsibility to build upon the efforts of those pioneers that came before us to ensure that effective and accessible recovery support is available to the next generation. One risk to that future is the rise of recovery celebrities within recovery mutual aid organizations, other recovery community organizations, and within the larger recovery advocacy movement who seek to use their recovery notoriety as a platform for their own agenda and not as a means to further our common cause."

"Sharing power, putting the community first and helping others to grow and thrive."

- From 'We need more recovery custodians, and fewer recovery rock stars.' –William White/Bill Stauffer
www.williamwhitepapers.com

A photograph of four people (three men and one woman) in a meeting, overlaid with a blue tint. The text 'Responsible Stewardship' is centered over the image.

Responsible Stewardship

When we are identifying barriers, discriminatory policies, and stigma in the recovery community, it is our responsibility to work with one another to do something about it.

- **A morally and civically responsible individual** recognizes themselves as a member of a larger social fabric and therefore considers social problems to be at least partly his or her own; such an individual is willing to see the moral and civic dimensions of issues, to make and justify informed moral and civic judgments, and to take action when appropriate.

REMINDER: Leadership is often not about furthering our own personal agendas. This is why grassroots guided campaigning is so significant.



Core of Organizing

"Leadership in organizing is rooted in three questions articulated by the first century Jerusalem sage, Rabbi Hillel:

"If I am not for myself, who am I?"

"When I am only for myself, what am I?"

"And if not now, when?"

These three questions focus on the interdependence of self, other, and action: What am I called to do, what are others with whom I am in relationship called to do, and what action does the world in which we live demand of us now?"

*Marshall Ganz "Organizing Notes. What is Organizing?"

Core of Organizing

"Organizing is a form of leadership. Organizers identify, recruit, and develop the leadership of others; build community around that leadership; and build power from the resources of that community. Organizers do not provide services to clients or market products to customers. They organize a community to become a constituency – people able to "stand together" on behalf of common concerns.

Organizers ask three questions:

Who are my people?

What is their urgent problem?

How can they turn their resources into the power to solve their problem?

They answer the questions in dialogue with their constituency by building relationships, telling stories, devising strategy, designing structure and taking action."

*Marshall Ganz "Organizing Notes. What is Organizing?"

Elements of an impactful recovery empowered campaign

- Unifying
- Time Sensitive/ Sense of Urgency in Language
- Attractive to different constituencies (People in recovery from all pathways, Family members, Prevention, Allies, Harm Reduction Community, Mental Health, Criminal Justice Advocates, People Who Use Drugs,)
- Issues that are formed with the voices of marginalized individuals.
- Has empowering language
- Educational

Elements of an impactful recovery empowered campaign

- Attainable Goal Setting
- Captures Participant Info
- Targeted correctly
- Engages Digital and Grassroots
- Beginner Campaigns
- Easy to Understand

Examples of Recovery Empowered Campaigning

- Voter Registration Drives
- Visits to Elected Official offices
- Rallies/Protests/Marches
- Participation in Town Hall meetings
- Letter Writing Campaigns
- Petitions
- Letters to the Editor, Op Ed campaigns
- Panel Discussions
- Tabling an event/Speaking about RAP at conferences
- Community Listening Forums
- Hosting local Advocacy Team Meetings

Impactful Recovery Empowered Campaigning

- An avenue that focuses on creating unifying campaigns that is grassroots guided with the input of those directly impacted.
- Inspires people in recovery to become invested beyond their own personal recovery. Enrolls others into the process.
- Builds a constituency (digitally and grassroots), that consistently grows.
- Increases Decentralized Leadership.
- Combines Recovery Organizing with common Civic Engagement practices.

Civic engagement *means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community, through both political and non-political processes.*

What can civic engagement mean for the organized recovery community?

Benefits of civic engagement activities

- Educated base
- Impactful Voting Constituency
- Stronger Coalitions and Networks
- Grassroots guided campaigns (surveys/listening forums)
- Appreciation for Volunteerism
- Opportunities for Candidate Education/Engagement
- Advocacy Opportunities
- Advances in Public Policy (Legislative)

Organizing Resources

The following can be found at www.recoveryvoices.com

- HOW TO Advocacy Guide
- Recovery Voter Hub
- Model Legislation Page (State & Community)
- Social Media Toolkit

* For Recovery Advocacy Classroom content or join a State Organizing Team to get access to all our monthly organizing trainings please email:

aaron@recoveryvoices.com



Completing Evaluations

- Please complete your evaluations in order to receive your CEUs.
- Thank you for joining us!



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