

Values-Based Organizing

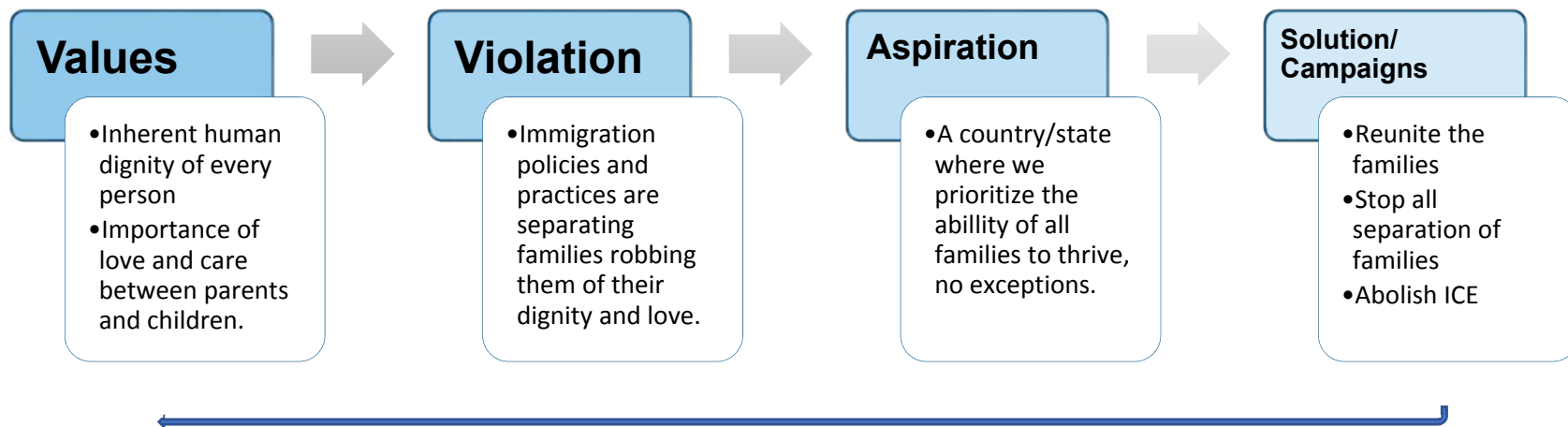
Traditional Organizing Model

The traditional organizing model in labor and community organizing has focused on activating anger around a problem, identifying a potential solution and designing winnable campaign around a narrowly defined demand. The example below shows how the traditional model would approach the situation where children are being separated from their families at the border.



Values-Centered Organizing Model

The values-center organizing model builds on the strengths of the traditional model by supplementing anger with hope. Instead of focusing exclusively on the problem, the values center frames the problem as a violation of widely shared values. This model not only enables organizers to craft winnable campaigns, it also enables organizers to sequence campaigns within a longer arc that leads to deeper and deeper realization of shared values. The example below shows how the values-centered model might approach the situation where children are being separated from their families at the border.



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Worksheet

Use the worksheet below to think about how the values centered organizing model might be applied to an issue you are currently working on.

