Part V of the Tools to Engage Webinar Series

HOW SOCIAL CHANGE HAPPENS:
THE VIEW FROM DETROIT

Building Movement Project
www.tools2engage.org
Today’s Agenda

I. Introductions
II. Service and Social Change
III. The Framework
IV. Concrete Examples from Detroit
V. Questions and Answers
VI. Additional Resources
Meet Reverend Roslyn Bouier

Executive Director
Brightmoor Connections
Food Pantry

‘What we do offer is hope’
Meet Kea Mathis

Family Engagement Organizer
Detroit People’s Platform
ABOUT THE BUILDING MOVEMENT PROJECT

Leadership
Analyzing how organizations can do their best work by promoting the most effective and inclusive practices

Service and Social Change
Developing the capacity of organizations to engage constituents in changing the systems that impact them

Movement Building
Acknowledging and building on the distinct role of nonprofit organizations in advancing movements for social change

Reports
Race to Lead: Confronting the Nonprofit Racial Leadership Gap

Blog
The Leadership in Leaving

Tools
Service and Social Change

Blog
Small Shifts, Big Change

Reports
Crossing Organizational Boundaries to Build New Partnerships

Blog
The Respect ABQ Women Campaign

Blog
Learning How to ACT UP

Blog
Detroiter's Reclaiming Voice and Power

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What We Believe

- Services are essential to communities, but services alone aren’t enough to address **root causes**
- A combination of **policy advocacy** and **individual** advocacy can produce lasting change
- **Service providers** understand systemic and structural barriers
- **Service agencies** have unparalleled reach into communities impacted by disinvestment and marginalization
- Those closest to the **problems** should be closest to the **power**
1. Learning
   - Identify the issues
   - Form learning group(s)
   - Designate time
   - Decide on curriculum
   - Communicate results

2. Awareness
   - Identify structures of power
   - Learn how structures operate
     - Include role for constituents

3. Vision
   - Identify the world we want to create
   - Set long-term goals
   - Identify the role of constituents
   - Identify values and beliefs

4. Strategy
   - Identify the best way to enact our mission and vision:
     - Determine our analysis
     - Develop our goals
     - Identify our partners
     - Identify what results we expect to achieve

5. Action
   - Put strategy into place
   - Measure the outcomes
   - Work with constituents
   - Institute principles

6. Reflection/Evaluation
   - Identify results: What worked? What didn’t?
   - Ask, “Should we change our strategies?”
   - Ask, “Should we change our analysis?”

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“How” Social Change Happens

Ground in values and deep understanding of context

Meet people where they’re at

Ask people what they want and need

Center community leadership in shifting power
“How” Social Change Happens

Ground in values and deep understanding of context
Detroit: The Tale of Two Cities
What’s Going on With Water Shutoffs?

Detroit People’s Platform Action Alert - WATER

In response to the crisis of mass water shutoffs in the city of Detroit, the People’s Platform took the following actions:

People’s Platform sent a letter to the Detroit City Health Officer demanding a moratorium on the water shutoffs and an assessment on how shutoffs are impacting the physical and mental health of Detroiters living without water. There has been no response.

Secondly, People’s Platform filed a petition with the city clerk calling for City Council to convene a public hearing on the water shut offs. City Council has not responded.

The People’s Platform is issuing the following call to action: Members and supporters of the Detroit People’s Platform are encouraged to attend the City Council Health and Welfare Committee meeting on Tuesday, July 29th at 10 am at the Coleman A Young Municipal Center and support the work of the broad-based coalitions.

Prepare public comments for the meeting that call for accountability on the part of our elected and appointed officials for the health and welfare of Detroiters by demanding that council support the following:

- Call for immediate restoration of water to the thousands of Detroiters who are without water service
- Beyond the 15-day moratorium call for the end to water shut offs for all Detroit residents
- Call for the Public Health Officer to assess the impact of mass shut offs on the health and mental health status of those impacted by the shut offs
- Support the water affordability plan
- Stop the privatization of Detroit Water and Sewage Department

Please plan to arrive early so that you can get on line and have your say. Let them know you are with the People’s Platform. We need as many Platform members and allies there as possible to stand with our coalition partners and fellow residents.

We hope to see you there!
Common Narrative About People Seeking Services

Illustration: Rob Dobi/The Guardian
“How” Social Change Happens

Meet people where they’re at
Detroit People’s Platform

We Demand REAL Community Benefits for Racial & Economic Justice

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Ask people what they want and need
Hope Starts Here is the Detroit resident driven early education initiative that is family focused and values racial equity, proven practice and community leadership. In 2019, the focus is on advocacy that champions a successful community movement for Early Childhood Education. Please complete the survey below:

How can you ensure that your family’s cultural values are honored at the Hope Start Here facility/home your child/children will be attending? Check all that apply
Volunteer at Hope Start Here facility
Organize and/or participate in parent group
Attend Hope Start Here meetings

What do you believe is needed to increase quality in the learning environment and safety in surrounding neighborhood?
Advocate for funding for early childhood programs
Advocate for local and state policy improvements in early childhood programs
Other

What do you think you will need to enable you to be a good advocate for your child?
Opportunity to build my capacity as an advocate
Connection to other Hope Start Here advocates to build an effective network
More information about Early Education in Detroit and across the region

Are you willing to be involved to promote a successful early childhood advocacy network? If yes, please check:
Yes, engage elected officials and policy makers
Yes, organize with other parents and caregivers
Not yet, keep me on Detroit Peoples Platform contact list

Name _______________________________ Zip __________
Email _______________________________ Phone __________
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QUESTIONS AND ANSWERS
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Questions? Comments? Want to learn more?
Contact nmann@buildingmovement.org