EMPOWER PROJECT

We didn't invent Relational Organizing, we mastered it

Relational Organizing is both groundbreaking and the oldest organizing method in the book--the simple yet powerful act of friends connecting with friends and their community members to create meaningful change. Exemplified by the civil rights movement, United Farm Workers movement, and other organizing efforts throughout the 20th century, and modern progressive electoral organizations who have only recently truly begun to wield its effectiveness in helping to influence outcomes. At this moment in 2021, we have a historic opportunity with the conditions created by the pandemic to lead the way in building new bridges of support with electoral organizations and helping them learn the practice and importance of Relational Organizing.

Luckily, the evidence is self explanatory.

The Analyst Institute, an independent scientific political research organization, has shown Relational Organizing to be the most impactful organizing tactic, outperforming things such as going door to door, tv ads, phone calls, mail, and text messages.

Organizing Empowerment Project enables 501(c)(3) and 501(c)(4) organizations to wield this strategy by providing 3 key assets:

- **Empower App**, a software tool where groups can implement their relational organizing programs.
- **Training** based on best practices, helping partner organizations navigate their tech and data needs.
- Access to **funding** that allows partner organizations to hire field staff and close tech equity gaps.

Best of all, we can scale it to match the needs and size of any campaign or movement. This can be done through organizers and volunteers having real conversations that are tracked and managed through the Empower App.

Empower Project is proud to have worked with hundreds of organizations both local and nationwide, and the results are consistent. To quote an organizing director, "The commitment levels are higher, the repeat volunteers are more...having trusted messengers do the talking leads to multiple engagements with the same person."

Our approach to Relational Organizing is 20% tech and 80% people, because we understand the power of connections to make real, positive change.

Want to see for yourself? Email **amanda@organizingempowerment.org** and let's find time to connect.