

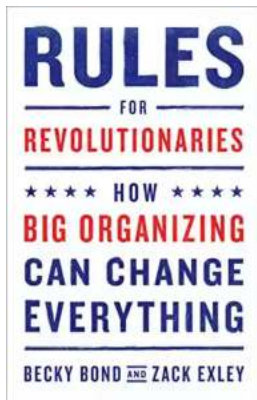
How Big Organizing Can Change Everything

In the fast-paced world we live in today, it's easy to get overwhelmed by the sheer amount of information and tasks that need to be managed. Whether it's in our personal lives or professional careers, staying organized is key to maintaining a sense of control and productivity. This is where the concept of "big organizing" comes into play, revolutionizing the way we approach organization on a large scale.

So, what exactly is big organizing, and how can it change everything?

Understanding Big Organizing

Big organizing is a term coined by Marshall Ganz, a renowned community organizer and lecturer at the Harvard Kennedy School. It refers to a method of organizing that focuses on building a powerful movement by mobilizing the collective efforts of many individuals.



Rules for Revolutionaries: How Big Organizing Can Change Everything by Becky Bond (Kindle Edition)

★★★★☆ 4.4 out of 5

Language : English
File size : 1679 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 227 pages



Traditionally, organizing has centered around building a hierarchical structure with a strong, centralized leadership. While this approach can be effective in certain situations, Ganz argues that big organizing provides a more sustainable and impactful model.

The key to big organizing lies in its ability to empower individuals and create networks of active participants. By distributing leadership and organizing work among many people, big organizing taps into the diverse skills, talents, and ideas that exist within a community or movement.

The Power of Networks

At the heart of big organizing is the power of networks. Instead of relying on a single leader or organization to spearhead change, big organizing recognizes that meaningful transformation can be achieved by connecting people in ways that amplify their collective voices.

Networks are a powerful tool for change because they foster collaboration, coordination, and shared learning. They enable individuals to feel connected to something larger than themselves and allow for the exchange of ideas and resources across vast distances.

Furthermore, networks have the potential to transcend traditional barriers and create a sense of solidarity among diverse groups. By connecting people who may not have otherwise interacted, big organizing opens up new pathways for collective action and social change.

Big Organizing in Practice

One of the most notable examples of big organizing in recent years is the Bernie Sanders presidential campaign in the United States. Instead of relying solely on a

centralized campaign structure, the Sanders campaign embraced big organizing principles, empowering volunteers to take on leadership roles and drive the movement forward.

Through a decentralized approach, the campaign was able to engage hundreds of thousands of supporters and mobilize them in various ways. Volunteers took charge of organizing events, recruiting new members, and utilizing digital platforms to spread the campaign's message.

By tapping into the power of networks, the Sanders campaign was able to achieve remarkable grassroots momentum, challenging the traditional norms of political organizing. While the ultimate election outcome may not have been in their favor, the campaign's impact cannot be understated.

Applying Big Organizing beyond Politics

While big organizing has certainly made waves in the political realm, its applicability extends far beyond electoral campaigns. The principles of big organizing can be applied to a wide range of contexts, from grassroots community initiatives to corporate settings.

In community organizing, big organizing can help mobilize groups of individuals to tackle social issues, ranging from environmental sustainability to affordable housing. By empowering residents to become active participants in addressing community challenges, big organizing allows for long-term change to flourish.

In the corporate world, big organizing can revolutionize how businesses operate. By fostering a culture of distributed leadership and collaboration, organizations can tap into the collective intelligence of their employees, driving innovation and adaptability.

The Future of Collaboration

As we navigate an increasingly complex and interconnected world, the need for effective collaboration and organization becomes paramount. Big organizing represents a shift in how we approach the concept of leadership and fosters a deeper understanding of the power of networks.

By embracing big organizing principles, we empower individuals, promote collaboration, and create a sense of collective ownership over the challenges we face. In doing so, we open up new possibilities for transformative social change.

Big organizing has the potential to change everything by harnessing the power of networks and enabling individuals to be active participants in creating change. By distributing leadership and organizing work, big organizing taps into the diverse skills and ideas that exist within communities and movements.

Whether it's in political campaigns, community initiatives, or corporate settings, big organizing provides a more sustainable and impactful model for achieving long-term change. It challenges traditional notions of leadership and highlights the power of networks in driving collective action.

So, the next time you find yourself overwhelmed or unsure about how to tackle a complex task or challenge, consider the principles of big organizing. By embracing the power of networks and distributing leadership, you may just find the key to changing everything.

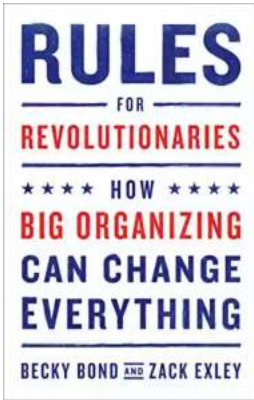
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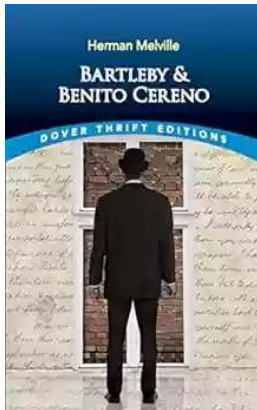
Lessons from the groundbreaking grassroots campaign that helped launch a new political revolution

Rules for Revolutionaries is a bold challenge to the political establishment and the “rules” that govern campaign strategy.

It tells the story of a breakthrough experiment conducted on the fringes of the Bernie Sanders presidential campaign: A technology-driven team empowered volunteers to build and manage the infrastructure to make seventy-five million calls, launch eight million text messages, and hold more than one-hundred thousand public meetings—in an effort to put Bernie Sanders’s insurgent campaign over the top.

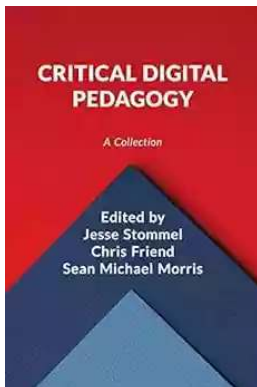
Bond and Exley, digital iconoclasts who have been reshaping the way politics is practiced in America for two decades, have identified twenty-two rules of “Big Organizing” that can be used to drive social change movements of any kind. And they tell the inside story of one of the most amazing grassroots political campaigns ever run.

Fast-paced, provocative, and profound, *Rules for Revolutionaries* stands as a liberating challenge to the low expectations and small thinking that dominates too many advocacy, non-profit, and campaigning organizations—and points the way forward to a future where political revolution is truly possible.



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