



GET ORGANIZED

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

...Margaret Mead, US anthropologist (1901- 1978)

There is power in numbers and collective action. A single voice might not persuade a government body or organization to take action on an issue but six voices might. The first step in participatory democracy is to show up.

Next, GATHER INFORMATION

1. **Define the issue** - Example: rid 82nd Ave of prostitution activity; stop the city from capping the Mt. Tabor reservoirs; narrow the scope of the Columbia River Crossing proposal. What do you want to happen/change?
2. **Determine who has the power** to make a decision on your issue and what the formal decision-making process is.
3. **Identify the scale of the issue** - one street, a whole neighborhood, city-wide, regional, state, federal.
4. **Do some homework** – Google experts in the field, gather relevant documents, check how other cities have dealt with this issue, review regulations, laws, ordinances, i.e., what journalists call “backgrounding.”

FIND ALLIES

1. **Identify opponents** and understand their interests
2. **Join forces with existing groups** like a neighborhood association or other community-based group
3. **Form your own group**
 - Seek out influential bloggers with similar interests who might support your cause or at least blog about it and publish contact info.
 - Make phone calls & develop phone trees to find additional supporters
 - Utilize the internet (email lists, Yahoo group, Facebook) to solicit support
 - Thank people who help



GET THE WORD OUT, EDUCATE THE PUBLIC

1. **Develop a clear, easy to understand message**, one that clearly states the problem, the solution and specifies what action needs to be taken to achieve the solution

2. **Set up a line of communication** utilizing phone trees, social networks, email lists, etc.
3. **Create a website**
4. **Appoint a spokesperson** & develop a media strategy
 - Get list of reporters at community/neighborhood and major newspapers and at the TV stations (contact ONI for some of its media lists)
 - Keep them in the loop about your group's activities and events, send them any news releases (building personal relationships with reporters always helps)
 - Focus on those media that serve the scope your issue (e.g.) neighborhood, citywide, statewide, etc.
 - Make presentations to other community groups



LOBBY

1. **Tell your story**—how you and others are affected by the issue—to elected officials or others who have decision-making power over your issue (city, county, Metro, state, federal)
2. **Understand the decision-making process** from start to finish at each of the above levels of government

GATHER RESOURCES/RAISE FUNDS TO GET JOB DONE

1. **Identify necessary resources** (cash, in-kind contributions of materials or services)
2. **Develop plan for raising resources**
 - Direct appeal for funds/services; flyers, website, fundraising events.

More Resources (can we create a link here to the contact info?)

Portland's Community Engagement System:

- Office of Neighborhood Involvement: 503-823-4519; www.portlandonline.com/oni/
- Neighborhood Coalitions:
 - Central Neighbors Northeast: 503-823-3156; www.cnncoalition.org
 - East Portland Neighborhood Office: (503) 823-4550; www.epno.org
 - Neighbors West-Northwest: (503)-823-4288; www.nwnw.org
 - North Portland Neighborhood Services: (503) 823-4524; www.npnscommunity.org
 - Northeast Coalition of Neighborhoods: 503.823.4575; portland.necoalition.org
 - Southeast Uplift Neighborhood Coalition: 503-232-0010; www.southeastuplift.org
 - Southwest Neighborhoods, Inc.: 503-823-4592; www.swni.org
- Diversity and Civic Leadership Partners:
 - Center for Intercultural Organizing: (503) 287-4117; www.interculturalorganizing.org
 - Immigrant and Refugee Community Organization: 503-234-1541; www.irco.org
 - Latino Network: 503.283.6881; www.latnet.org
 - Native American Youth and Family Center: (503) 288-8177; www.nayapdx.org
 - Oregon Action: 503/282-6588; www.oregonaction.org
 - Urban League: 503.280.2600; www.ulpdx.org

Portland City Government

- City/County Information and Referral: 503-823-4000.

- City of Portland website: <http://www.portlandonline.com/>
- City Council bureau assignments:
www.portlandonline.com/index.cfm?c=28533#cid_15472
- City/County Pocket Guide:
<http://www.portlandonline.com/shared/cfm/image.cfm?id=52554>

Multnomah County

- Multnomah County Government: <http://www.co.multnomah.or.us/>

Oregon State Government

- Find your legislator: <http://www.leg.state.or.us/findlegsltr/>
- Oregon State Government: <http://www.oregon.gov/>