



Collective Action for Social Change

An Introduction to Community Organizing

Aaron Schutz and Marie G. Sandy

Community organizers build solidarity and collective power in fractured communities. They help ordinary people turn their private pain into public action, releasing hidden capacities for leadership and strategy. In *Collective Action for Social Change*, Aaron Schutz and Marie G. Sandy draw on their extensive experience participating in community organizing activities and teaching courses on the subject to empower novices to think like an organizers.

CONTENTS: PART I: OVERVIEW * What is Community Organizing? * What isn't Community Organizing? * PART II: HISTORY AND THEORY * The History of Community Organizing in America * Saul Alinsky's Model of Organizing * Campaign versus Community Organizing: Storytelling in Obama's 2008 Presidential Campaign * PART III: CASE STUDIES * The Industrial Areas Foundation and "Organizations of Organizations" (by Mark Warren) * ACORN and "Door Knocking" Groups (by Heidi Swarts) * An Independent Organizing Group * PART IV: KEY CONCEPTS * Overview: Core Organizing Concepts * Public vs. Private Relationships * Leadership * Power * One-on-One Interviews * Issues * Tactics or "Actions" * Strategy * Conclusion: Limitations of the Neo-Alinsky Organizing Model

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