Marshall Ganz and the “New Generation of Organizers”

*Five Organizing Practices*

- Build a Public Narrative: Story of Self, Us, and Now
- Establish Relationships: One on Ones
- A Team Approach: Build and Empower Teams
- Form a Strategy: Learn and Adapt
- Take Action: Clear and Measurable Actions
Dave Karpf and “The MoveOn Effect”

*Disruptive Innovation in Online Organizing*

- Changing definition of membership
- Not just clicktivism; they organize campaign actions and in-person events
- Funding not from membership dues but from Online Appeals
- Issue Generalism
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<tbody>
<tr>
<td>Membership Type</td>
<td>Community-Based</td>
<td>Issue-Based</td>
<td>Online-Based</td>
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<tr>
<td>Typical Activities</td>
<td>Attending Meetings, Holding Elective Office, Participating in Civic Activities</td>
<td>Mailing Checks, Writing Letters, Signing Petitions (Armchair Activism)</td>
<td>Attending local meetups, Voting online, submitting user-generated content</td>
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<tr>
<td>Funding Source</td>
<td>Membership Dues</td>
<td>Prospect Direct Mail, Patron Donors, Grants</td>
<td>Online Appeals, Patron Donors, Grants</td>
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<td>Dominant Org-Type</td>
<td>Cross-Class Membership Federation</td>
<td>Single-Issue Professional Advocacy Org</td>
<td>Internet-mediated Issue Generalist</td>
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Dave Karpf on Americans Elect & how online organizing works

- “Unloved software can’t be built using Open Source methods” — Clay Shirky, 1999
- “You can’t buy an engaged public” (there is no radical centrist community online)
- “Changing the world still requires organizations and resources”
- “Technology supports organized communities. It hasn’t rendered them irrelevant”
Sasha Costanza-Chock on Transmedia Organizing

*Definition of Transmedia Organizing*

"Transmedia organizing includes the creation of a narrative of social transformation across multiple media platforms, involving the movement’s base in participatory media making, and linking attention directly to concrete opportunities for action. Effective transmedia organizing is also accountable to the needs of the movement’s base.” (50)
Sasha Costanza-Chock on Transmedia Organizing

- Credibility gained through decentralized (grassroots) empowerment; participants create (participatory) media themselves

- Seize new media platforms (*generatively*) for tactical communication to document, share, and strategize

- Effective as loose-linked networks

- Utilize *media bridging* to translate tactics and content for maximum spreadability; broadcast still important
Summarizing these models for Networked Social Movements

- **Ganz**: strong tie mobilization offline is invigorated by digital tools for more effective strategy and actions; *offline movements require structure and leadership which spills online*

- **Karpf**: online organizing is about exploiting existing online publics, creating efficient spaces for “members” to express themselves through money (donations) and voice (petitions); *offline still matters but is now driven by online platforms*

- **Costanza-Chock**: classic offline organizing has evolved to use all available channels and resources through grassroots empowerment by savvy users translating actions across all relevant media, where decentralization and productive participants are the source of movement legitimacy; *offline and online are indistinguishable in terms of where actions, strategizing, and documentation take place*