

The Incorruptibles: Grassroots Roles



Facilitator

This is the point person who keeps in touch with The Incorruptibles national, and keeps meetings on task.

Before each meeting you will meet with The Incorruptibles staff and/or volunteers to discuss the agenda of the meeting. We can help you get the most out of your group and the time you have. At the meeting, it will be your job to make sure that people stay on topic, come up with the elements of your strategy for that meeting, and finish on time.

During the first part of your next call with The Incorruptibles, we'll ask you how it went and what you came up with. This way we can answer any questions your chapter has and help you get the most out of your five meetings.

During your meetings, please bring your computer (or ask someone else to). This way you can read from the course and type the group's responses into the Academy. This will help our staff prepare for your next call.

Events

This person sets up events, including locations, times, snacks, etc.

Before the first meeting, it's your job to find a date and time that the group can meet. Feel free to use doodle.com or when2meet.com if those help you with scheduling. You'll also need a location. This could be at one of your houses or it could be at a coffee shop or library. Anywhere you feel comfortable will be good.

It's always nice to have snacks at meetings (unless it's at a coffee shop or restaurant). We suggest you either have the host prepare something and rotate whose house it's at, or let snacks be potluck.

Before the end of each meeting, make sure everyone has the date, time, and location of the next meeting in their calendars.

Membership

The Membership person welcomes everyone who joins and makes sure they are involved in the way they want to be.

Your group will grow over time. When someone joins a group like this, they hope to have some impact and probably have some ideas of their own. It's important to welcome new members and to show that the group will value their input. Here are some ideas that can help:

- Have an official way to join. This could be a form on your website or just a paper sign-up sheet. (In the long run you may decide to charge dues, but don't worry about that at first.)
- When people sign up, send them a welcome email, text, or phone call. Offer to meet them in person.
- When you meet a new member in person, ask them why they joined and what they would like to do. Spend 70% of your time listening.
- At least occasionally have social time. This could be after your regular meetings or a separate monthly "social hour." At these events, make sure to engage new members in conversation and introduce them to current members.

Communications

The Communications person maintains the email list, facebook page/group, web site, or whatever you choose to use to communicate with each other.

Groups differ on how they want to be connected. Some want to use email primarily, others are mostly on facebook, and others have other platforms they prefer. Ask people in the group what will work best for them. It's best to have just one "official" primary way to reach people (even if you also have info up in other places).

At first, your primary job is to make sure that your small group of 4-12 can communicate easily. Once you start to grow, your role will also grow to include social media like twitter and facebook. You will eventually be the main person in charge of setting up your website (don't worry, we'll make this easy). We recommend wordpress, because it's open source and integrates with our open source campaign database (which you are welcome to use when you're ready).

A day or two before each meeting, send out a message via email/facebook/what you've chosen to use to remind people about the day, time, and location of the meeting.

The below roles are not ones you need to worry about now. But if you have anyone else in your group who is interested in taking on any of the following roles, there's no time like the present!

Media/press

Reaching out to the media to get coverage for your issues, campaigns, and candidates.

Campaigns

Your organization will have the capacity to run slates of candidates. The Campaigns team will have the skills to run a campaign including technology (website, database), social media, GOTV, etc. The Campaign role is the main person with these skills. Don't worry, we'll train you.

Outreach

The Outreach role is in charge of conversations with potential coalition partners, candidates, and other allies. We find that these relationships take time, and thus it's best to start them early. Here is how we recommend the initial outreach:

- Ask if they can have coffee with you (or something else low-key).
- During the meeting, spend 70% of your time listening. Find out:
 - What issues are important to them
 - Who they represent
 - What they are working on right now and if your group can help
- Before the end of the meeting, mention that you are putting together a coalition with the goal of getting more than 50% of the city council seats (or school board, etc). Answer any questions.
- Follow up with them on any ways your organization can help them.

Fundraising

Your organization will need to learn how to fundraise. Even if you decide not to fundraise for your chapter, you'll need to learn to fundraise for your candidates. This role is the primary person in charge of the fundraising team.

Candidate cultivation

To win city council seats, you need candidates. This is the person in charge of finding out who might be good leaders in your city and helping them along their path toward becoming a candidate and then an elected official.

Policy

After you elect your first representative(s), each of them will choose an advisory group (packet committee, reading group, kitchen cabinet — call it what you want). This group will meet with them before every city council meeting to read through every item on the agenda. They will give feedback and advice and can reach out to coalition partners to help with research and with writing proposals and legislation.