

BLOCK

BUILD

THE POLITICAL CRISIS IN AMERICA



1. Authoritarian white nationalist take-over of GOP.

2. Much of the Democratic Party controlled by corporate forces and affluent voters.

3. Democrats losing working class people (of all races).

4. Two party system limits our room to maneuver.

WFP is aligning **individuals** and **organizations** to construct winning, **long-term electoral majorities.**

Our North Star:
Governing Power



“

Politics does
not represent
majorities, it
constructs
them.

– Stuart Hall



**GOVERNING POWER IS ABOUT
CONTROLLING THE GOVERNMENT.**

GOVERNING POWER

DRIVE DEMAND



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graph TD; DD[DRIVE DEMAND] --> D[DESIGN]; D --> E[ENFORCE]; E --> DEF[DEFEND]; DEF --> DD
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ELECTIONS &
ORGANIZING

DESIGN

GOVERNING

DEFEND

ENFORCE

WFP:

**POWER-BUILDING
MODEL**

Our primary
intervention:
Elections

Our North Star:

**Governing
Power**

Our form:
Party
(Organizations,
individuals &
governance)

Our
constituency:
**Multi-Racial
Working
Class**



**THE LAST
STOP SIGN**

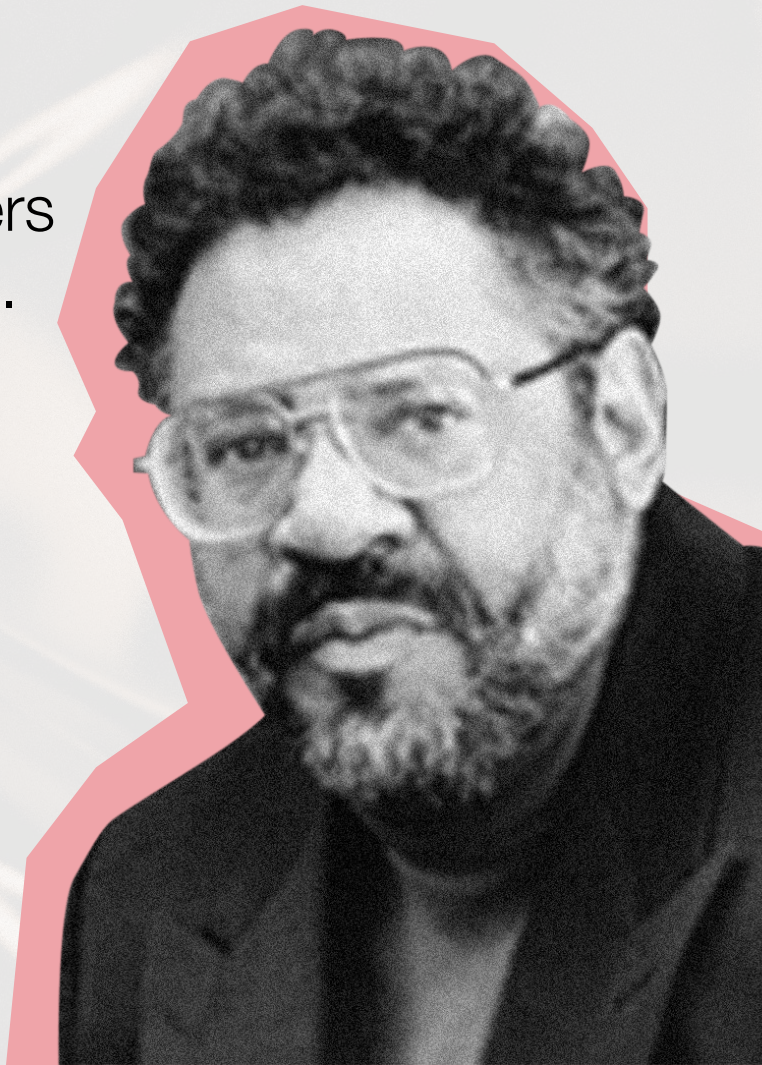
GARY DELGADO



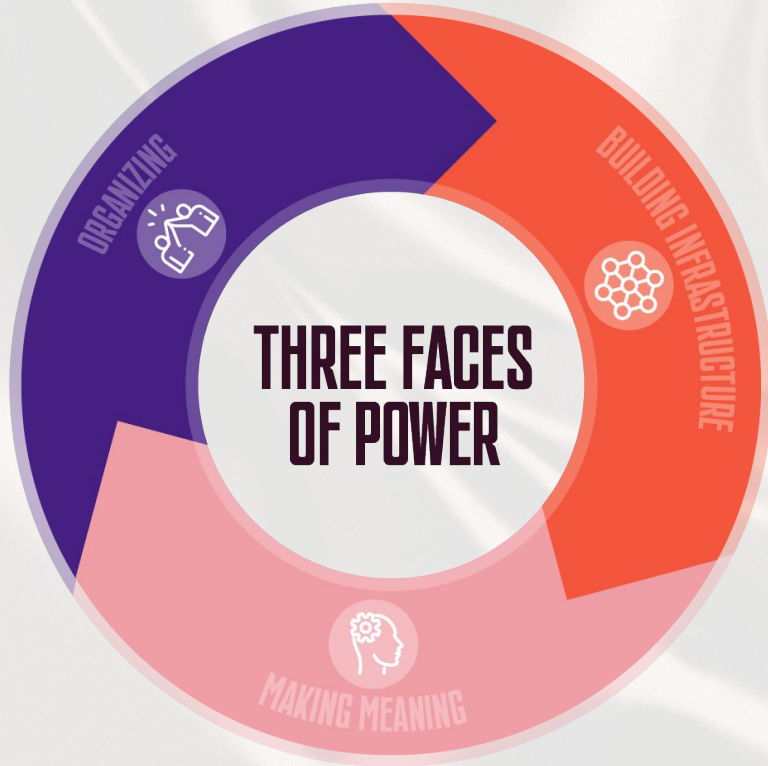
✱ Stop sign is a metaphor for the
“**small, winnable**” issues organizers
use to build power at the local level.

✱ While we have been battling over
small things, we have been **losing
the wider war** in society.

✱ Delgado challenges organizers
to build “**political vision.**”



THREE FACES OF POWER



ORGANIZING

PEOPLE AND RESOURCES
FOR DIRECT POLITICAL ACTION



BUILDING INFRASTRUCTURE
AND SHAPING THE POLITICAL AGENDA



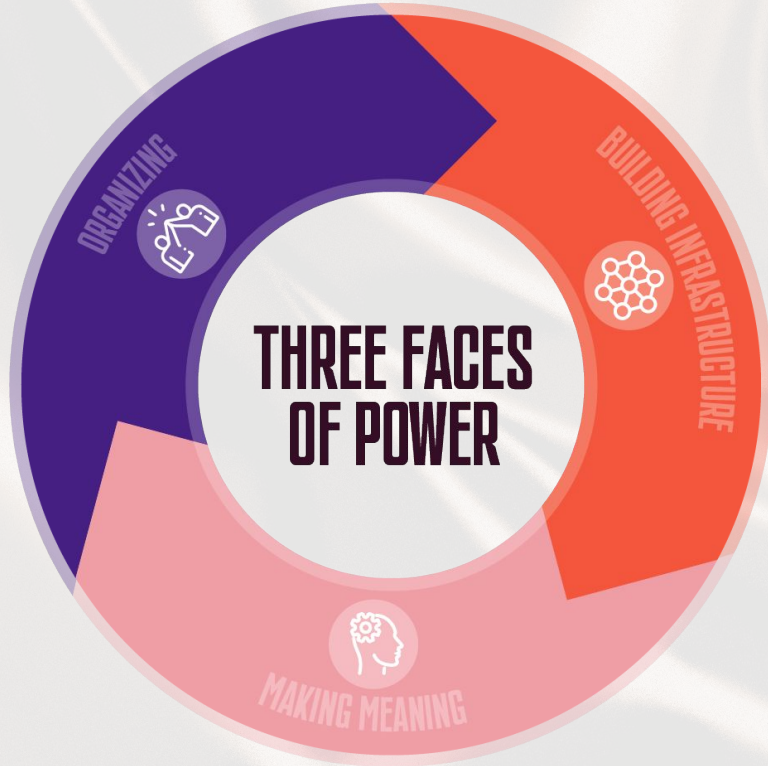
MAKING MEANING

ON THE TERRAIN OF IDEOLOGY AND
WORLDVIEW



GRASSROOTS
POWER PROJECT

THREE FACES OF POWER



ORGANIZING

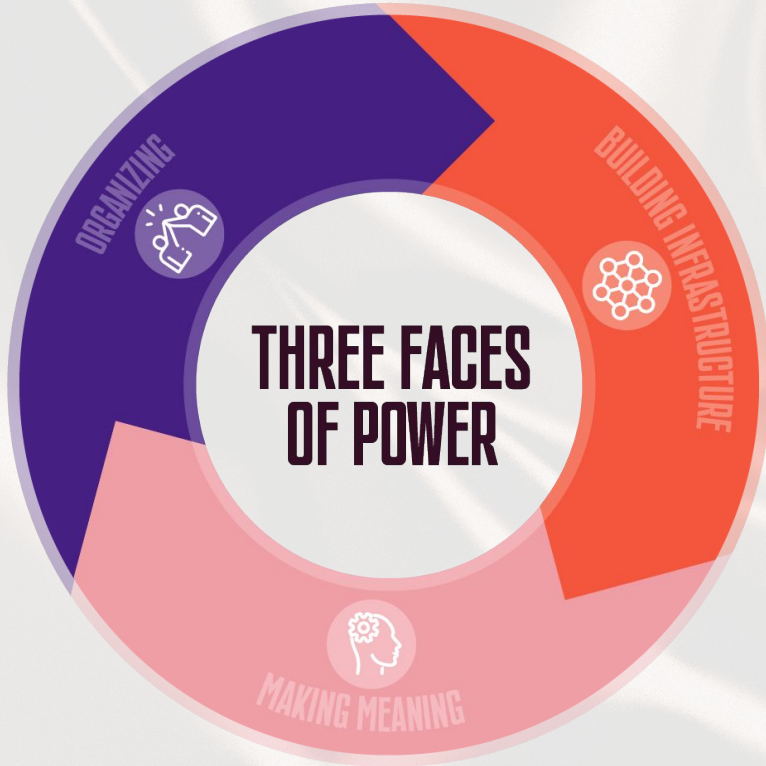
PEOPLE AND RESOURCES
FOR DIRECT POLITICAL ACTION

Uses direct pressure tactics like gathering signatures, lobbying, public meetings, direct action, strikes, and collective voting campaigns, to build social power and gains from decision makers.



GRASSROOTS
POWER PROJECT

THREE FACES OF POWER



BUILDING INFRASTRUCTURE AND SHAPING THE POLITICAL AGENDA

Building movement capacity by aligning broader political infrastructure that shapes a long-term agenda for structural reforms.



**GRASSROOTS
POWER PROJECT**



POWER TO DRIVE THE AGENDA

BUILDING MOVEMENT INFRASTRUCTURE

MONTGOMERY
IMPROVEMENT
ASSOCIATION

NAACP:
NATIONAL
ASSOCIATION FOR
THE ADVANCEMENT
OF COLORED
PEOPLE

PHILANTHROPY

CORE:
CONGRESS OF
RACIAL
EQUALITY

BLACK
CHURCHES

SCLC:
SOUTHERN
CHRISTIAN
LEADERSHIP
CONFERENCE

HIGHLAND
CENTER

LABOR
MOVEMENT

DEACONS FOR
DEFENSE

WOMEN'S
POLITICAL
COUNCIL

SNCC:
STUDENT
NON-VIOLENT
COORDINATING
COMMITTEE

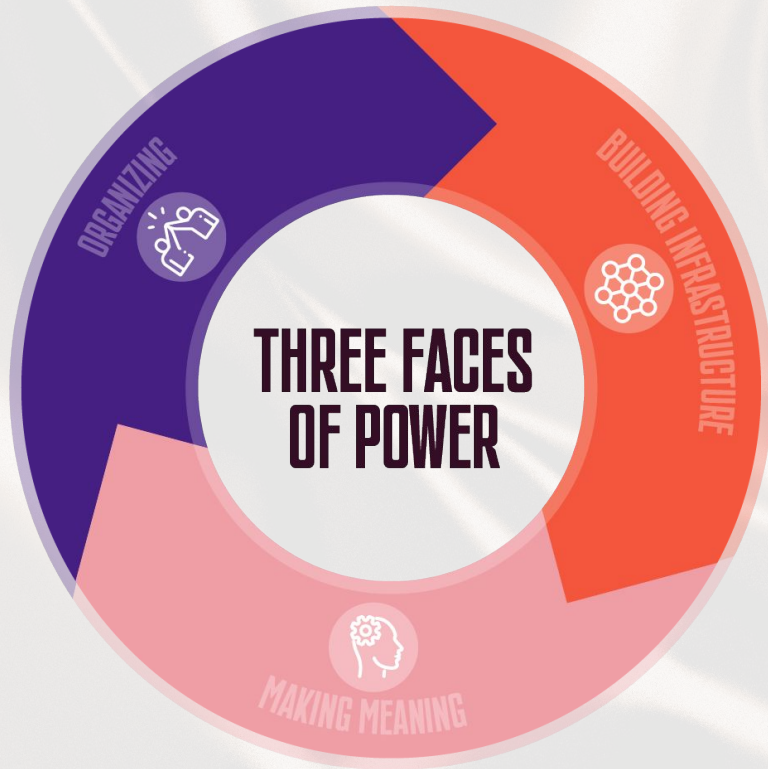
MFDP:
MISSISSIPPI
FREEDOM
DEMOCRATIC
PARTY

CELEBRITIES



GRASSROOTS
POWER PROJECT

THREE FACES OF POWER



MAKING MEANING

ON THE TERRAIN OF IDEOLOGY AND
WORLDVIEW

“The Battle of Big Ideas.”
Promoting a new ideology that
is opposed to the dominant
neoliberal ideology, using
narrative strategies.



GRASSROOTS
POWER PROJECT

IDEOLOGY

MENTAL FRAMEWORKS

LANGUAGES

CONCEPTS

CATEGORIES

IMAGERY OF THOUGHT

SYSTEMS OF REPRESENTATION



IDEOLOGY

“Middle class”

“MAKE AMERICA GREAT AGAIN”

“GARBAGE”

“GLOBALIST ELITE”

“NEOCON”

“WOKE”

“Neoliberal”

“JOY”

“WORKING CLASS”

BUILDING POWER THROUGH **POLITICS +** **ELECTIONS**



01

Building a political base is a year-round project. Elections are moments for us to practice organizing rigor by **counting up and delivering** our base.

FIRST FACE of POWER



02

Politics is a terrain to build **deeper alliances** between organizations and voting blocs. We weave those together to create majorities in elections.

SECOND FACE of POWER



03

We must fight the battle of big ideas in politics, and elections are a chance to **advance our ideology** with the broad voting public.

THIRD FACE of POWER

Watch the recordings and download the materials at:
www.workingfamilies.org/masscalls

MASS CALL #1: WHAT'S THE SCORE IN AMERICA

In this call we talk about the threat posed by the MAGA movement, and the need for a united front strategy to defeat it. We make clear that in the context of the ongoing political crisis in America, elections are a doorway, not a destination.

Download the Curriculum



(Sample slides from the curriculum)



END