

ACTIVITY 2:

Strategy for movement-building

Materials: virtual equivalents; notes or outputs from Chapter 1: Getting Started, Activity 5: Living into our visions and values, and Activity 7: Movements and Movement-Building, including copies of the Handout: *Movements and movement-building*.

Make, print, or share a large copy of the graphic *Components of a movement-building strategy*

Plenary: Display the resources and outputs from Chapter 1: Getting Started (if you worked on this). Introduce the activity with the ideas that open this chapter and section, adapting them to people's specific context and issues.

Individually: Invite people to reflect on their personal experiences of strategy and movement-building – whether through direct involvement or observation of a movement and strategies they are familiar with. Then jot down brief answers:

- What in your experience is 'strategy'?
- What kinds of strategies have you been part of, or what strategies have you seen other social change efforts use? What do you feel worked well and not so well?
- What do you see as five key components needed to create an effective strategy, one that contributes to movement building?

Write your five key points on sticky notes. Focus on key components, rather than the strategies themselves.

Plenary: Display a large version of the graphic *Components of a movement strategy*. Invite each person to place their sticky notes one by one on the graphic, on or near the most relevant component. When everyone has shared, open a discussion.

- What has this group identified as the most important components?
- What are other key elements for developing a movement strategy in your view?
- What do these different strategies contribute to making change and how can they be complementary?