Organizing Training Directory
The McCune Foundation has long been committed to supporting capacity building and training for its grantees to increase the effectiveness of their community organizing work. We have provided technical assistance grants to groups to send staff to community organizing trainings or to hire trainers and coaches to support professional development of staff or to train community leaders, Board members, etc. In addition, the Foundation makes grants to local partners who offer training workshops.

The Foundation wants to deepen its commitment to capacity building, and this training directory and mini-grant program are intended to help grantees gain access to some promising training programs. Many programs listed here have been utilized by community organizing groups in the Central Coast who report positive results from their participation. In addition to one-time trainings, coaches with community organizing backgrounds can help groups develop effective organizing strategies and campaign plans.

**Training Characteristics**

There are dozens of community organizing trainings throughout the U.S., and this directory is by no means comprehensive. Following are some of the characteristics we considered when compiling the directory:

- Training received positive feedback from McCune Foundation grantees who have participated in the past and from other social justice practitioners and trainers.
- Training covers the basics of community organizing, including the history of social movements and practical skills.
- The training is accessible to beginners.
- Accessibility for English- and Spanish-speakers and the organization has experience working with diverse populations.
- Fees are affordable and the organization provides some of its programs in California.
Training Mini-Grants

The goal of the training mini-grant program is to support organizational capacity to mobilize residents to act collectively for systemic change. Grants can be used to access community organizing and social justice-oriented trainings and coaching opportunities. Trainings listed in this directory are eligible, but applicants can also choose other programs and coaches that are a good match for their organization. This program is open to current McCune Foundation grantees, as well as to other community groups serving Santa Barbara and Ventura Counties that meet grant eligibility as outlined in the Foundation’s Grant Guidelines.

Grant Amount: Grants between $500 - $4,000 can cover training/coaching costs including registration fees, travel costs, and/or consultants and coaches. Mini-grants could cover up to 75% of the training costs, with the organizations allocating funds for the balance from other sources.

How to Apply: Application will be via a 1-2 page letter and should include a budget for proposed expenses. Letters should be mailed to McCune Foundation, P.O. Box 24340, Ventura, CA 93002. Requests are accepted any time of the year and will be reviewed and responded to by the Foundation within four weeks.

Contact

To learn more about the McCune Foundation’s mini-grant program, or to apply, contact:

Claudia Armann,
Executive Director
(805) 223-8373
claudia@mccunefoundation.org
Center for Third World Organizing

The Center for Third World Organizing (CTWO, pronounced “C-2”) is a racial justice organization in Oakland dedicated to building a social justice movement led by people of color.

Community Action Training (CAT): Provides entry-level organizer training through field work, role plays, and discussions. During this high intensity training, participants will:

- Debate approaches to social change
- Learn how to door-knock and/or other forms of contact work as a tool for recruiting and mobilizing constituents
- Participate in campaign development and implementation
- Learn grassroots fundraising techniques
- Learn to appreciate the legacy of organizing in communities of color and its relevance in today’s fight for social justice

Duration: 3 days
Target Audience: Staff and members of community based organizations, worker centers, and nonprofit professionals. (Some trainings in Spanish)
Level of Training: Beginner
Location: Throughout the U.S., including Oakland
Cost: $500

Contact: Karissa Lewis, karissa@ctwo.org
Phone: (510) 201-0080 x 101
Website: www.ctwo.org

“The training we received at CTWO served us well and we use their materials to help define and organize our campaigns.”

Suzanne Riordan, Families ACT!
Gamaliel trains community and faith leaders to build political power and create organizations that unite people of diverse faiths and races. Their mission is to empower ordinary people to effectively participate in the political, environmental, social, and economic decisions affecting their lives.

**National Leadership Training:** This training presents the concepts and tools an effective leader needs to run influential advocacy and nonpartisan civic engagement campaigns. Participants can reflect on their present and future potential roles in the public arena. The training method is Socratic (facilitator poses questions for reflection) and the style is agitational. Topics include:

- Institutional organizing, using community organizing tools to develop strong congregations and community-based groups
- Methodology for building power
- Tools to make and sustain relationships
- Self-interest
- The public arena medium of exchange
- Power analysis
- Building support with money and media and much more

**Duration:** 7 days  
**Target Audience:** Community Organizers  
**Level of Training:** Beginner, Intermediate  
**Location:** Throughout the U.S.  
**Cost:** $700 for affiliates; $1,400 for non-affiliates

“*It’s very intensive, but I really learned what community organizing was all about.*”

Arcenio Lopez, MICOP

**Contact:** Juan Soto, jfsoto@gamaliel.org  
**Phone:** (312) 666-2663 x 1  
**Website:** www.gamaliel.org
Midwest Academy

The Midwest Academy is a national training institute committed to advancing the struggle for social, economic, and racial justice. They work with organizers using a variety of approaches and issues, including community organizing, union organizing, organizing with targeted constituencies. Trainings develop an understanding of campaign strategy, as well as skills such as analyzing power and relationship building.

Organizing for Social Change Training: Through a combination of presentation, exercises, and discussion, this training helps participants hone skills that enable them to build collective power to win issue campaigns and develop strong organizations. This training uses Direct Action Organizing methods and techniques. Workshop topics include:

- Understanding relations of power
- Choosing and cutting issues
- Developing effective strategy
- Building and maintaining coalitions
- Membership and leadership development
- Planning effective tactics
- Online organizing strategy
- Current context of progressive organizing

Duration: 5 days
Target Audience: Progressive organizers
Level of Training: Beginner, Intermediate
Location: Throughout the U.S., including Los Angeles and the Bay Area
Cost: $850 - $1,500

Contact: Kaylee Tock, kaylee@midwestacademy.com
Phone: (312) 427-2304 x 303
Website: www.midwestacademy.com

“Since attending Midwest Academy, I see community organizing through a clearer lens. They taught me their version of a strategy chart as a simple but powerful tool to employ when thinking about the decision makers on a given issue... It was Community Organizing 101 for me.”

Kate English, One Step a La Vez
SCOPE

Strategic Concepts in Organizing and Policy Education (SCOPE) builds grassroots power to create social and economic justice for low-income, female, immigrant, black, and brown communities to create healthy communities and pathways out of poverty. While headquartered in Los Angeles, SCOPE trainers travel throughout California to provide training programs to community groups or coalitions.

Power Analysis Training: The Power Analysis Tool is a visual and interactive tool that is used to map and understand power relationships in communities: Who has power? How and for what do they use it? What do unequal power relationships have to do with the problems the community faces? Investigating these issues helps create proactive strategies for winning social change. In addition to the training, staff can consult with nonprofit groups to develop a customized power analysis.

Duration: 3-6 hours  
Target Audience: Community organizers & grassroots community leaders  
(Spanish-language trainers and materials available)  
Level of Training: Beginner, Intermediate  
Location: Nonprofit can choose local site to best accommodate their community leaders  
Cost: Starting at $1,200 for three-hour trainings and $2,100 for six-hour trainings (this fee is not a per person fee, but the cost to train an organization’s staff and leaders)

“Parents developed skills in power analysis and learned about systemic inequality. They deepened their understanding of the criteria for establishing a campaign issue.”

Anna Geer, El Centrito Learning Centers

Contact: Felix Huang, fhuang@scopela.org  
Phone: (323) 789-7920 x 115  
Website: www.scopela.org
Strategic Campaigns Workshop: Intensive training for members and staff of unions, worker associations, worker centers, and community organizations that are leading strategic labor-related campaigns. Participants are guided through a series of steps to create a comprehensive campaign plan. The workshop builds participants’ ability to:

- Move a campaign forward and build the organization
- Improve member participation
- Analyze power dynamics
- Utilize strategies that build on the strengths of the organization and consider the weaknesses of key players
- Develop a narrative that the public can support
- Create a campaign plan with a timeline and benchmarks
- Practice how to revise the campaign plan as events unfold
- Examine the roles that research, external communications, strategic partnerships, and membership development play in a campaign

Duration: 5 days
Target Audience: Members and staff of unions, worker associations, worker centers, and community organizations. (Offered in Spanish: Strategic Campaigns Workshop for Spanish Speakers)
Level of Training: Intermediate
Location: Bay Area
Cost: $875

Contact: Karen Orlando, korlando@berkeley.edu
Phone: (510) 725-7041
Website: www.laborcenter.berkeley.edu

Past participants have described the workshop as “a much needed space to think through how to plan a campaign.”
Local Leadership Trainings

JUST COMMUNITIES

Just Communities advances justice by engaging the community in leadership development, dialogue, action planning, and mobilizing. The CommUnity Leadership Institute (CLI) prepares high school youth to be leaders for diversity and justice in their schools and communities. Other programs support parent leadership, education equity initiatives, and help nonprofits and local institutions adopt practices to make their services culturally competent and accessible to non-English speakers.

Contact: Lena Moran, lmoran@just-communities.org
Phone: (805) 966-2063
Website: www.just-communities.org

LEADING FROM WITHIN

The organization offers three leadership development programs for nonprofit staff members. Programs span many months with sessions on management and leadership; knowledge and insights about the distinctive characteristics and dynamics of nonprofit organizations; and approaches and skills to foster impact, effectiveness, collaboration, and sustained commitment. Participants also develop a new peer network.

Contact: Sarah Harris, sarah@leading-from-within.org
Phone: (805) 770-3232
Website: www.leading-from-within.org
A variety of nonprofit trainings are offered throughout the year by local partners. Check the following websites for training opportunities:

Fund for Santa Barbara  
(trainings offered in Santa Barbara & Santa Maria)  
www.fundforsantabarbara.org

Center for Nonprofit Leadership (Thousand Oaks)  
www.callutheran.edu/centers/nonprofit

Nonprofit Resource Network (Santa Barbara County)  
www.nprnsb.org

Additional Community Organizing Trainings can be found at  
www.mccunefoundation.org/resources