



**It's On Us Workshop:
Brick by Brick: Using the CONNECT
Model of Organizing**

This training is part of the **Peer Edu Certification Program!**

Tier III: Advanced Leadership

Complete at least two trainings to earn your Prevention Strategist certificate.

**To count your attendance, you must complete the survey
at the end of this training.**

Agenda

- Introductions
- Self care check-in
- Know your history
- Creative, effective change
- Sample organizing campaign
- Practice
- Toolkit materials and next steps
- Self care reminder
- Post-training survey

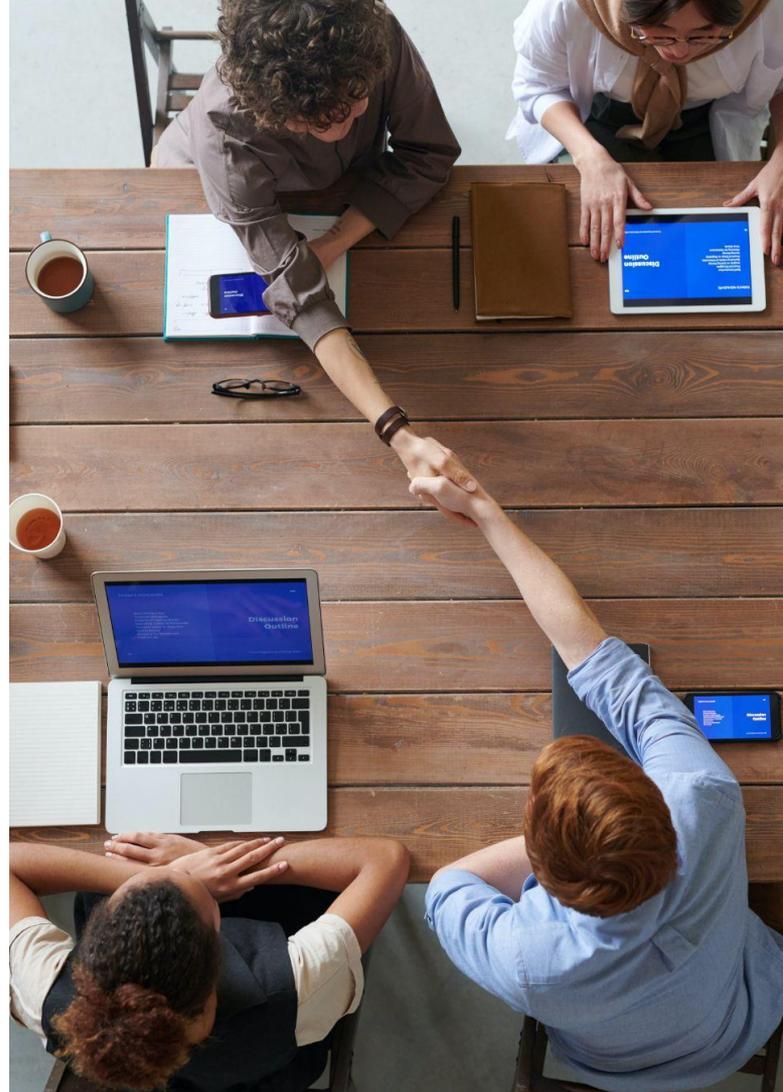
Learning Outcomes

Appraise effective and ineffective approaches to discussion LGBTQ+ issues with broader communities.

Practice effective communication skills for opening discussions and collaborating with community members to address issues facing LGBTQ+ communities on campus.

Generate asks for allies and broader community members to get involved in efforts to address issues facing LGBTQ+ community members.

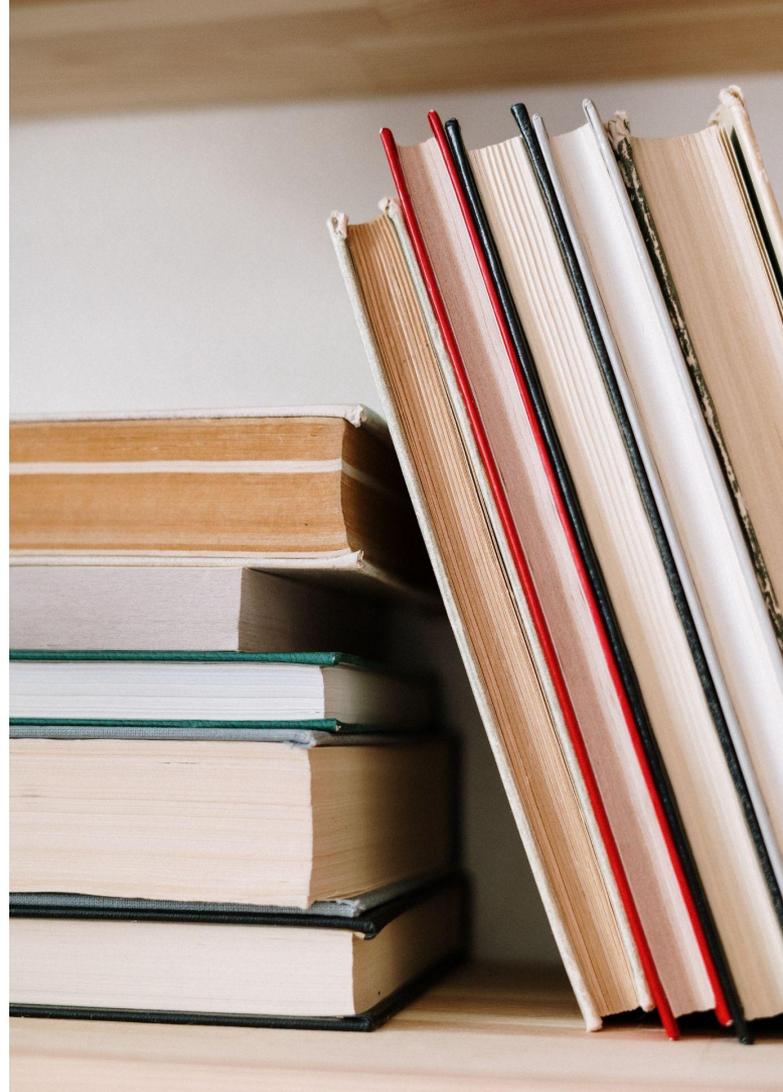
INTRODUCTIONS



SELF CARE CHECK



KNOW YOUR HISTORY



HISTORY OF LGBTQ+ ORGANIZING

20th Century, 1970s Continued:

- **Marsha P. Johnson** and **Sylvia Rivera**, transgender activists, found **STAR** to support unhoused queer youth and survivors.
 - Speak out against state violence and rape.
 - Advocate for trans inclusion in the movement.
- **Audre Lorde** publishes crucial writings on sexual violence and the intersections of racism, sexism, and homophobia.

20th Century, 1980s:

- **Larry Kramer** founds **ACT UP** and responds to the US government's silence and neglect towards the HIV/AIDS Epidemic.
- **Anti-Violence Project** is founded in response to attacks against gay men in NYC.
 - Popularize the idea that violence against LGBTQ+ people is systemic.



HISTORY OF LGBTQ+ ORGANIZING

20th Century, 1990s:

- Black and LGBTQ+ organizers raise concerns about the recently passed **Violence Against Women Act** funneling money into policing and courts.

21st Century, 2000's–2010s:

- **INCITE! Women, Gender Non-Conforming, and Trans People of Color Against Violence** is founded, focusing on community-based alternatives to policing and incarceration.
- Mainstream LGBTQ+ movement advocates for **marriage equality**, however...
 - Excluded LGBTQ+ people facing housing insecurity, criminalization and centered White, Christian values instead of challenging systems.
 - Cultural pressure to present “happy, healthy” marriages silences disclosure of abuse.
 - Failed to address challenges of tying legal and financial lives trapping survivors of abuse.



HISTORY OF LGBTQ+ ORGANIZING

21st Century, 2010s–2020s:

- Queer and transgender survivors advocate for services protections for all relationships, not just marriages.
- **The Affordable Care Act** prohibits discrimination based on sex — interpreted to include gender and sexual orientation.
- **VAWA 2022** explicitly includes LGBTQ+ survivors as a protected group.
 - It also expands funding for community-based justice alternatives (e.g., restorative justice).
 - Expands jurisdiction of Tribal courts to address violence committed by non-Native people.
- Some states ban **conversion therapy**.
- Some states pass laws to include LGBTQ+ **inclusive school curricula**.
- Some states and local jurisdictions pass laws and policies to **protect trans students** and athletes.

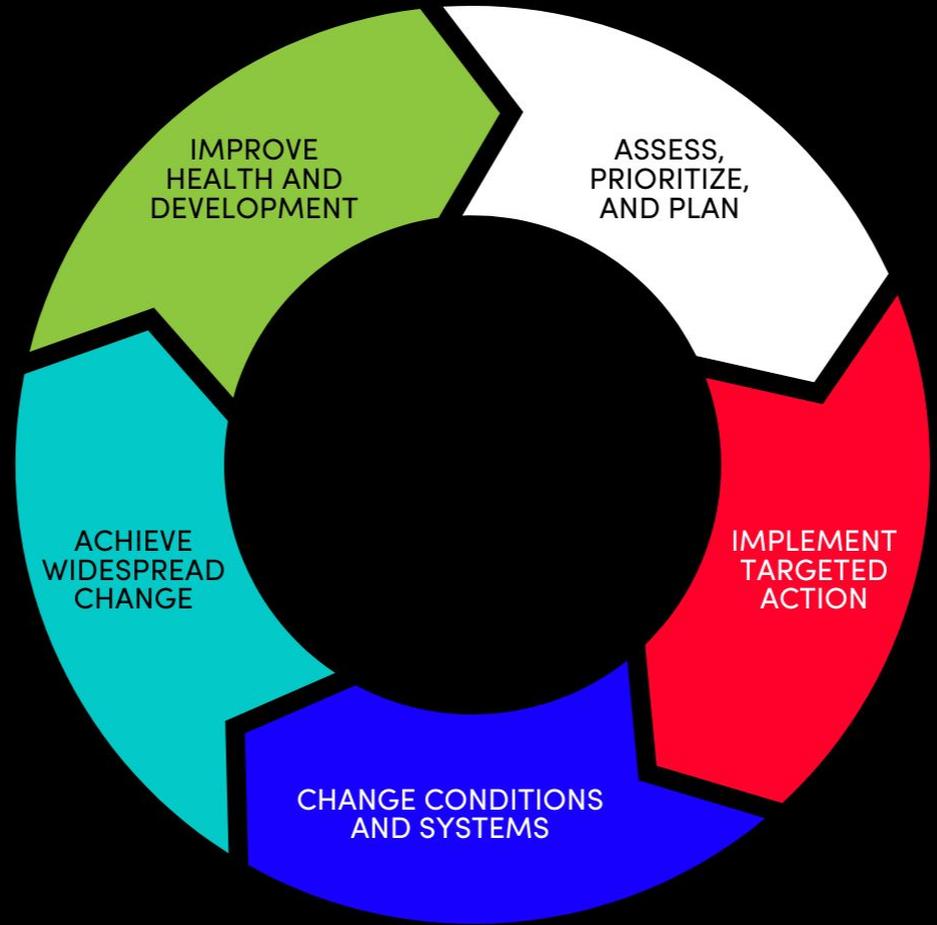


CREATING EFFECTIVE CHANGE



Framework For Collaborative Action

(Center for Disease Control)



MANAGING COMPLEX CHANGE

VISION + SKILLS + INCENTIVES + RESOURCES + **[Red Box]** = FALSE STARTS

VISION + SKILLS + INCENTIVES + **[Red Box]** + ACTION PLAN = FRUSTRATION

VISION + SKILLS + **[Red Box]** + RESOURCES + ACTION PLAN = RESISTANCE

VISION + **[Red Box]** + INCENTIVES + RESOURCES + ACTION PLAN = ANXIETY

[Red Box] + SKILLS + INCENTIVES + RESOURCES + ACTION PLAN = CONFUSION

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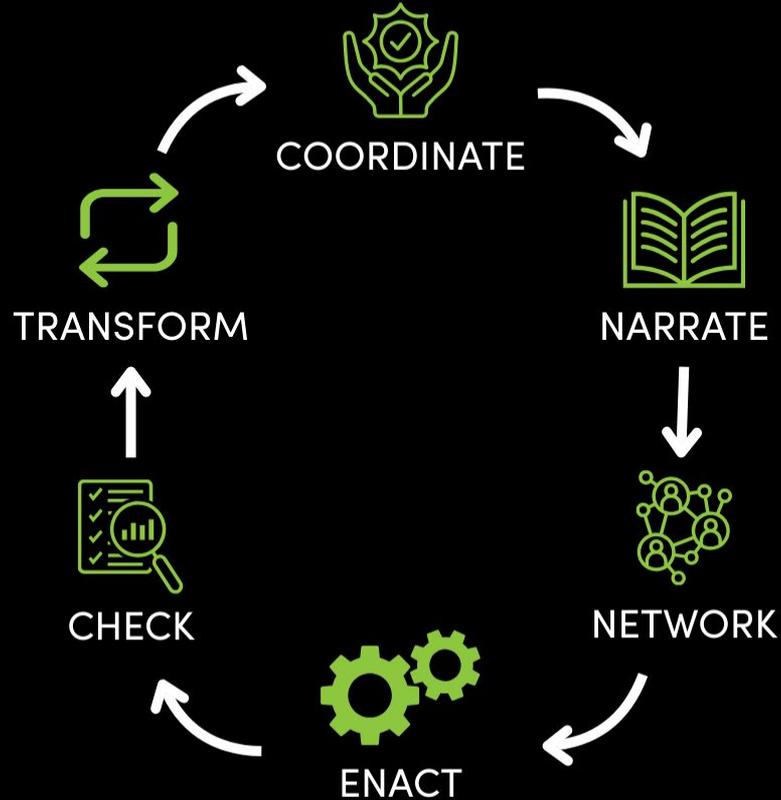
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CYCLE OF ORGANIZING: "CONNECT"



CONNECT: COORDINATE

- Clarify the change you want to see and the goals that will get you there.
- Ask yourselves what intermediate steps may be needed.
- Align your chapter around a shared purpose.
- Identify internal project leads and collaborators.

TIPS FOR BEING EFFECTIVE:

- Refer to your mission
- Look to prevention theory
- Conduct a community needs assessment
- Envision potential impact both short term and long term

CONNECT: NARRATE

- Shape the narrative and talking points that explain why this matters and why now.
- Ensure your message is rooted in your values.

TIPS FOR BEING EFFECTIVE:

- Think about your audience: who do you need to convince?
- Consider tailoring: how will it best be received?
- Focus on clarity and specificity in your communication

CONNECT: NETWORK

- Map out the flow of communication between your chapter members, partners, and the general campus population (or the public).
- Identify messengers, channels, and timing so your message reaches the right people in the right order.
- Identify and share incentives for recruiting partners.

TIPS FOR BEING EFFECTIVE:

- Power mapping
- Assign scores to rate support and opposition (1 = with you and willing to get others involved to 5 = actively opposed)
- Think strategically about how to gain significant support before disclosing to the opposition
- It's On Us' Community-Level Prevention Training covers tips for partnering

CONNECT: ENACT

- Make a plan: who will do what, when, and with what resources.
- Build up skills needed to effectively accomplish the action.
- Coordinate logistics, outreach, and materials.
- Once you're prepared, do the action.

TIPS FOR BEING EFFECTIVE:

- Educate your chapter members and partners in the skills needed
- Fundraise or reach out to partners who can provide resources
- Research resources for safety, legal support, or other potential needs to address any risk involved

CONNECT: CHECK

- After action, evaluate results: Did you reach your audience? Did you move toward your goal?
- Collect feedback from both inside and outside your group.
- Consider what didn't work like any barriers or unexpected obstacles.

TIPS FOR BEING EFFECTIVE:

- Refer back to the Complex Change Model — was anything missing?
- Keep assessments short and to the point.
- Be honest with yourself and each other about any conflict or accountability challenges.

CONNECT: TRANSFORM

- Apply lessons learned to improve your strategy.
- Build on momentum to grow power and capacity for the next cycle.

TIPS FOR BEING EFFECTIVE:

- Record your success
- Educate new members on the history and lessons learned so institutional memory does not leave with you
- Consider any follow up actions to raise awareness or increase visibility of the outcome

SAMPLE ORGANIZING CAMPAIGN

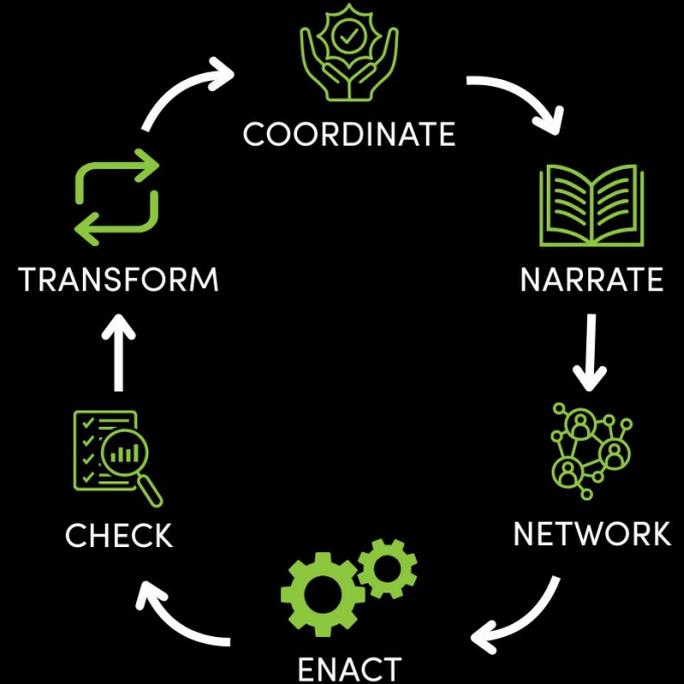


EXAMPLE

Scenario: Protecting LGBTQ+ Student Support Amid Anti-DEI Backlash

1. Coordinate:

- **Vision:** LGBTQ+ students continue to have safe, affirming, and visible spaces.
- **Goal:** Keep LGBTQ+ resource center/support network active and accessible for the academic year.
- **Team:** IOU Chapter members, LGBTQ+ student orgs, allies, multicultural groups, sympathetic faculty, and community mentors.

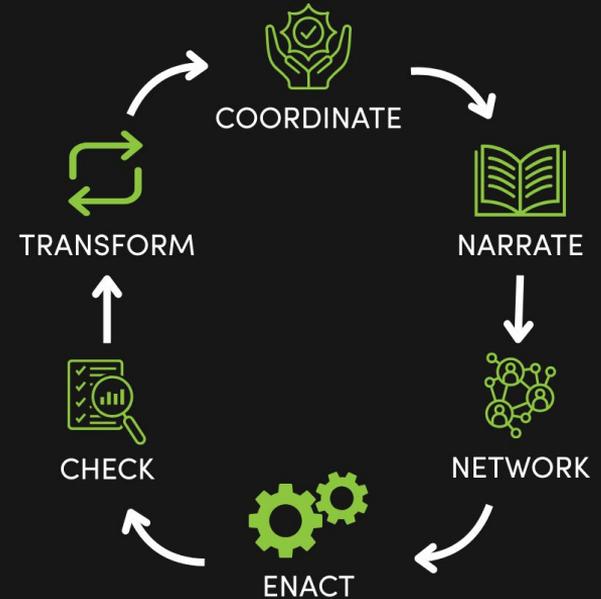


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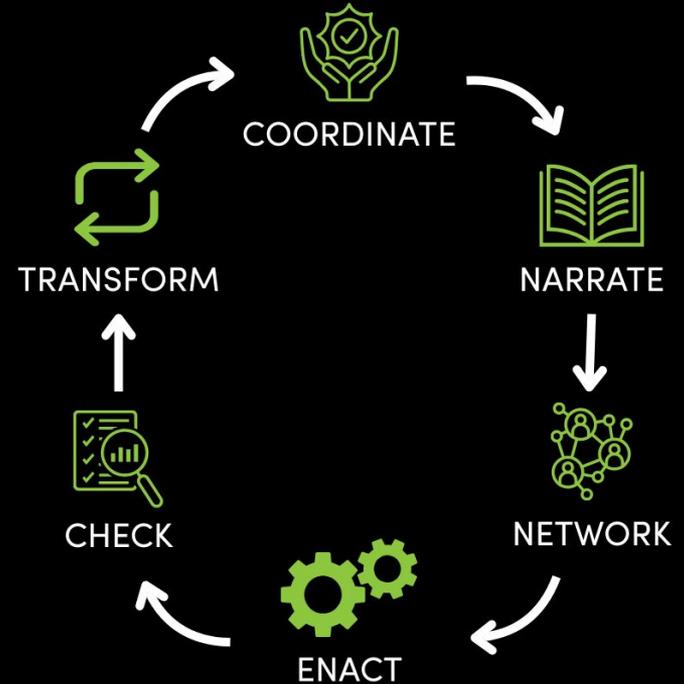
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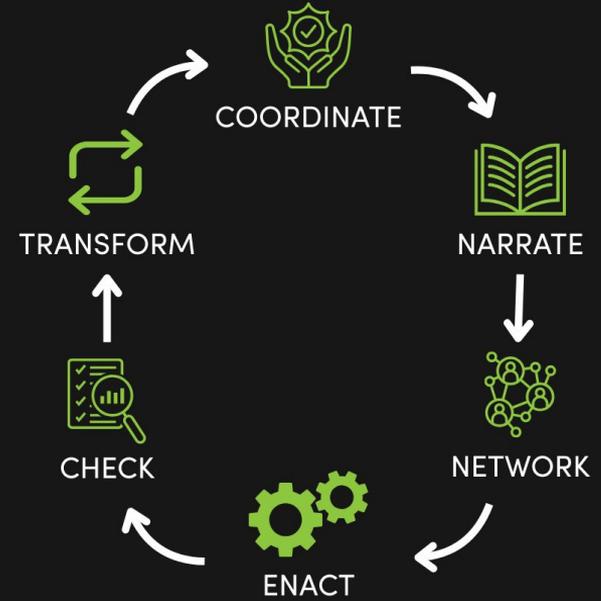
1. Narrate:
 - **Core Message:** “campUS means all of US.”
 - Emphasize that these spaces foster academic success and overall well being rather than politics.
 - **Share:** Use personal stories to frame why this fight matters now like testimonies from students who relied on the spaces that were taken off campus, lost funding, or had events canceled.



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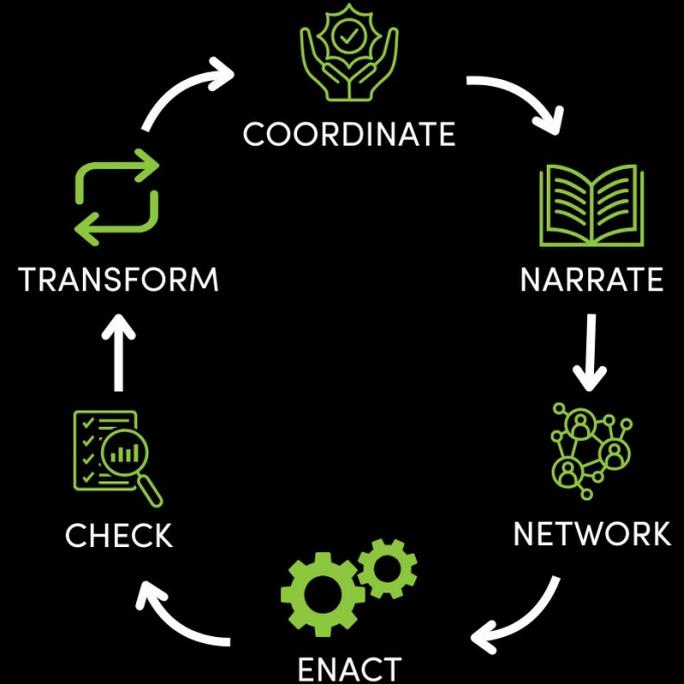


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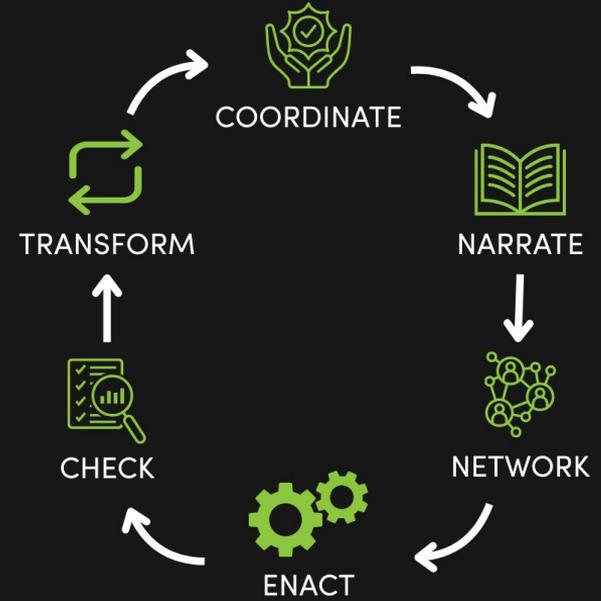
- **Power map:** Stakeholders, decision makers, key players.
- **Communication channels:** encrypted group texting apps (Signal, WhatsApp), email newsletters labeled under “Campus Belonging.”
- **Feedback loops:** Set up surveys or listening sessions/town halls (even in small groups) to continue to assess needs and urgency.



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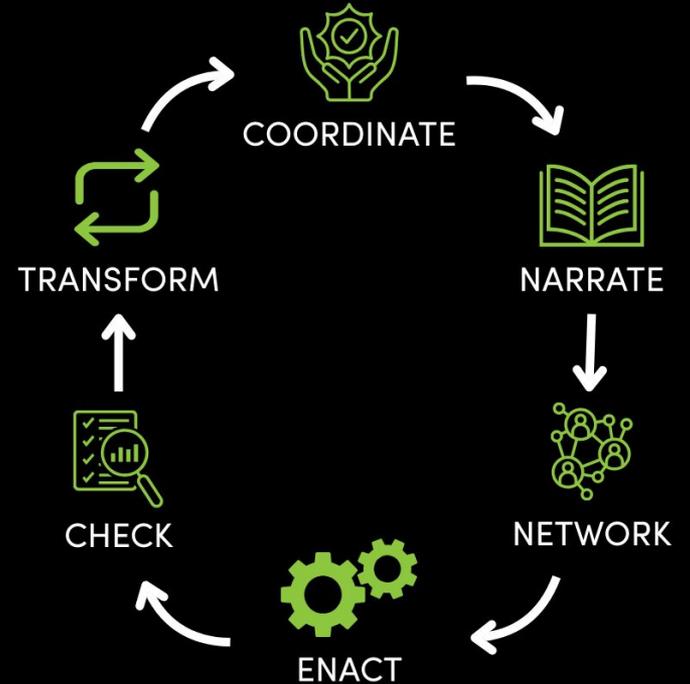
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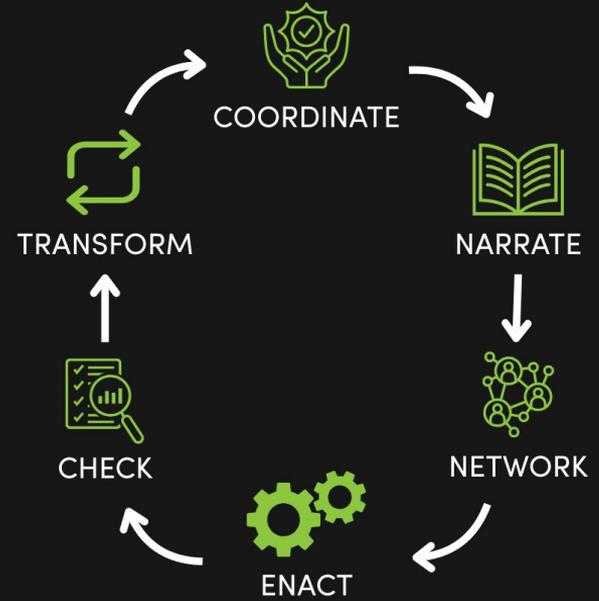
1. Enact:
 - **Form LGBTQ+ affinity pods** that can meet in community homes, rented spaces, or local partner organizations when campus spaces are unavailable.
 - **Secure off-campus resources** like local queer-friendly businesses as meeting spots or donation partners.



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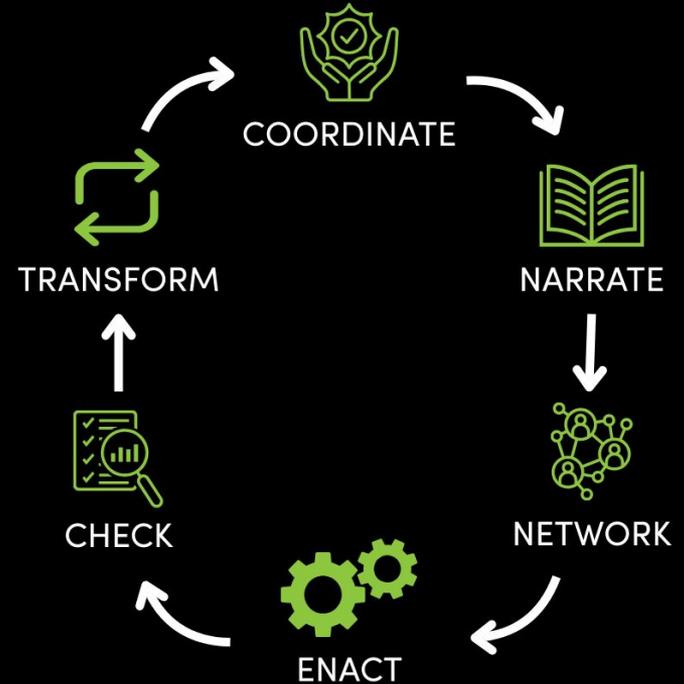
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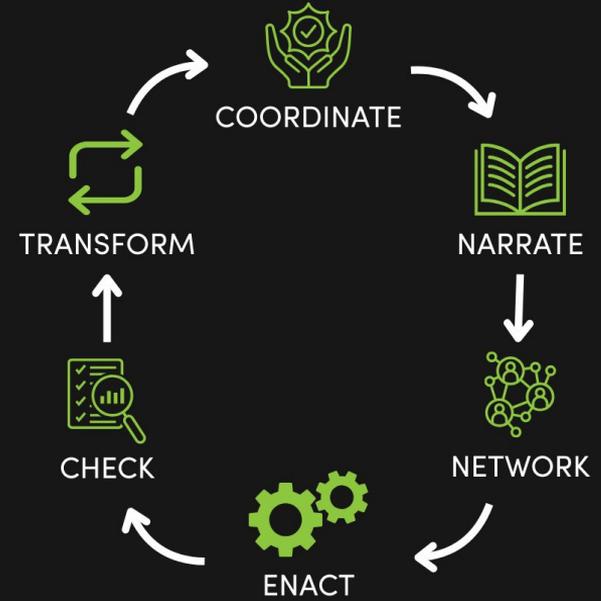
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 - **Host “Belonging Week” events** to emphasize community, well being, storytelling—framed under general wellness and connection rather than DEI.
 - **Engage with administrators** under the umbrella of "pluralism" or "belonging" to seek even limited support without triggering anti-DEI language or policies.



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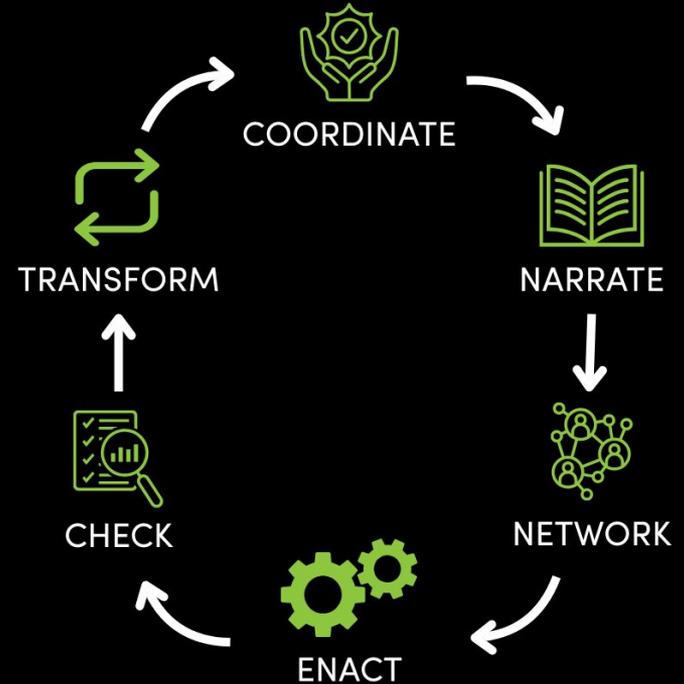
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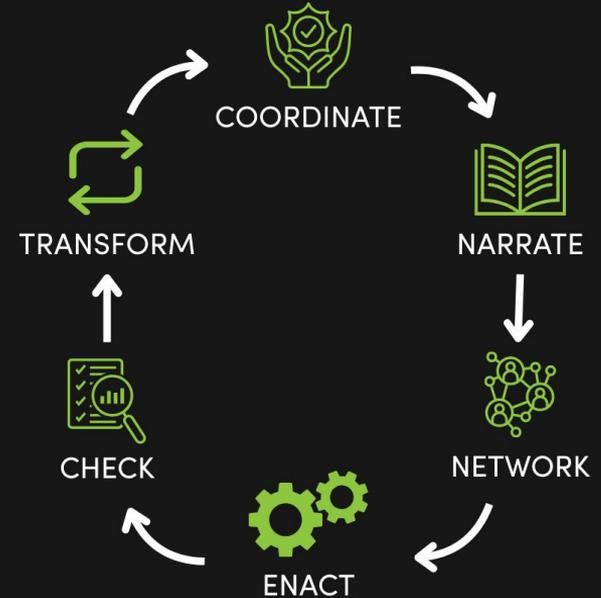
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 - Did participants feel supported? Heard?
 - Was the language effective in avoiding political backlash while still serving the community?
 - Are numbers and morale increasing or slipping?
 - Use quick anonymous surveys or check-ins to measure feedback and adjust.



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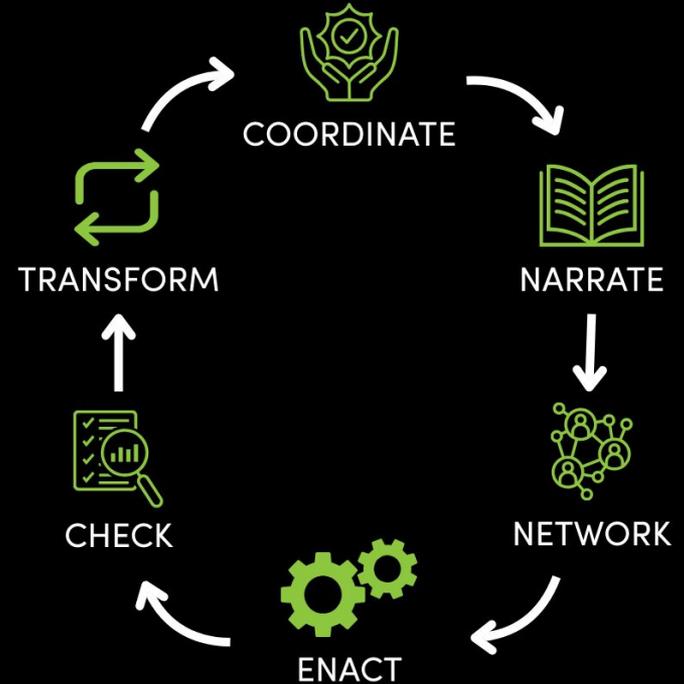


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1. Transform:

- **If it works:** Document everything by collecting visuals, quotes, stories to inform future organizing.
- **If it doesn't:** Identify barriers (e.g., lack of skills, resource constraints, fear of being targeted) and adjust your strategy.
- **Remember:** Keep these networks sustainable, so no matter the political climate, the organizing infrastructure remains.

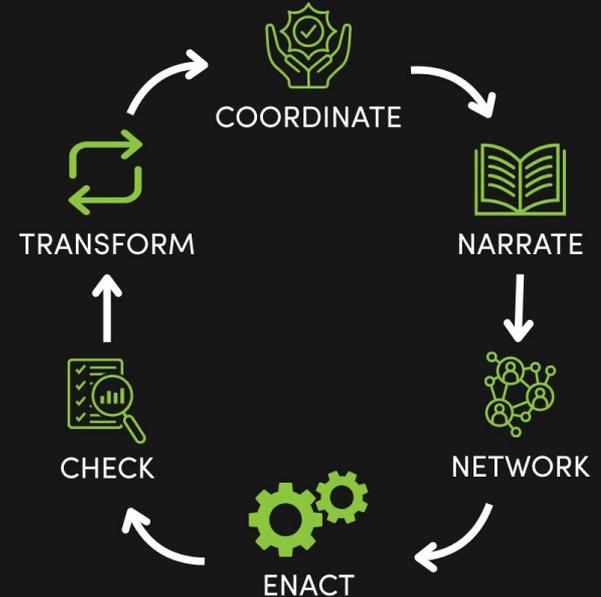


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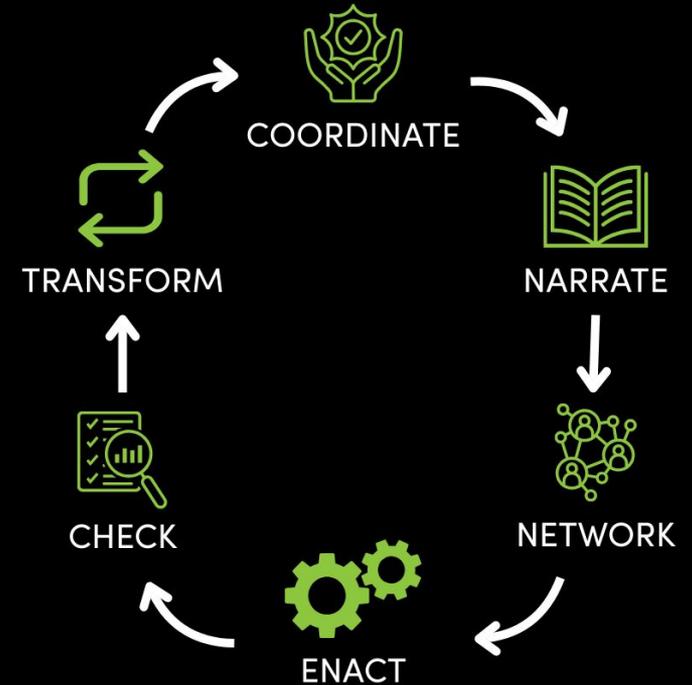
PRACTICE!



CONNECT

Scenario: Passing a College Policy for Comprehensive LGBTQ+ Education

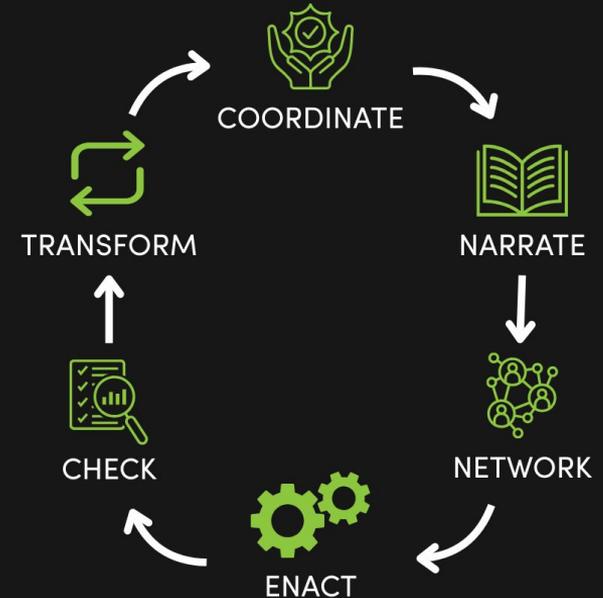
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4. **Enact:** Make a plan: who will do what, when, and with what resources. And act!
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Vision: All students graduate with an understanding of LGBTQ+ identities, histories, and contributions, no matter their major.

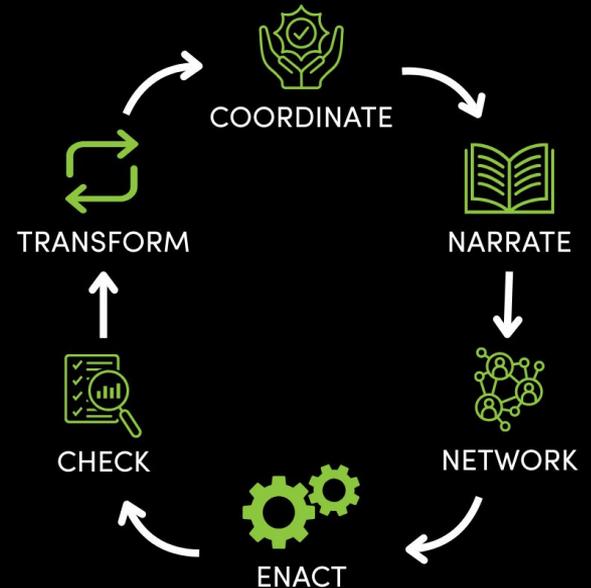
Goal: Get the college to adopt a policy requiring LGBTQ+ topics to be included in general education requirements (e.g., first-year seminars, diversity courses, health education).

Passing a Campus Policy for LGBTQ+ Student Protections

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Goal: Get the college to adopt a policy requiring LGBTQ+ topics to be included in general education requirements (e.g., first-year seminars, diversity courses, health education).

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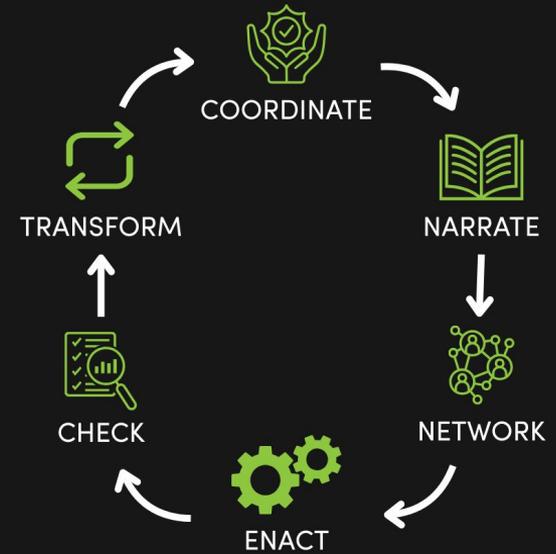


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**It's On Us Toolkit:
Further Learning**



**It's On Us Toolkit:
ORGANIZING**



COMMUNITY NEEDS ASSESSMENT ORGANIZING WORKSHEET

Clarify the change you want to see and the goals that will get you there.

WHO ARE WE ORGANIZING?

Demographics:

1. Who is in our community (students, staff, faculty, local residents)?
2. What identities and backgrounds are represented?

Key Groups:

3. What student orgs, clubs, or networks already exist?
4. Who has social influence (trusted peers, mentors, community leaders)?

Strengths:

5. What skills, knowledge, and resources do people already have?

WHAT ARE OUR BIGGEST NEEDS?

Top Issues:

1. What concerns are most people talking about?
2. Which problems affect the communities we serve?

Impact:

3. How do these issues affect day-to-day life for students and community members?
4. Which groups are most affected or vulnerable?

RESOURCES & BARRIERS

Existing Resources:

1. What support services, policies, or funding already exist?
2. Are they accessible, well-known, and trusted?

Barriers:

3. What obstacles stop people from getting what they need?



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COMMUNICATION & CONNECTION

How People Get Information:

1. What channels work best here (social media, flyers, word-of-mouth, email, events)?
2. What languages and formats are most accessible?

Feedback Loops:

3. How can people share ideas, concerns, or feedback with organizers?

OPPORTUNITIES FOR ACTION

Potential Solutions:

1. What changes or actions would make the biggest difference?
2. Which ones are achievable in the next semester or year?

Allies & Partners:

3. Who can we work with to make this happen (clubs, staff, faculty, community orgs)?

Leverage Points:

4. Are there upcoming events, deadlines, or decision points we can organize around?

HOW TO GATHER THIS INFO

- **Surveys:** Short, clear questions that can be shared online or in-person.
- **Listening Sessions:** Small group discussions to hear personal stories and perspectives.
- **Observation:** Walk the campus, take notes on spaces, accessibility, and available resources.
- **Data Review:** Look at school reports, public data, or past needs assessments.



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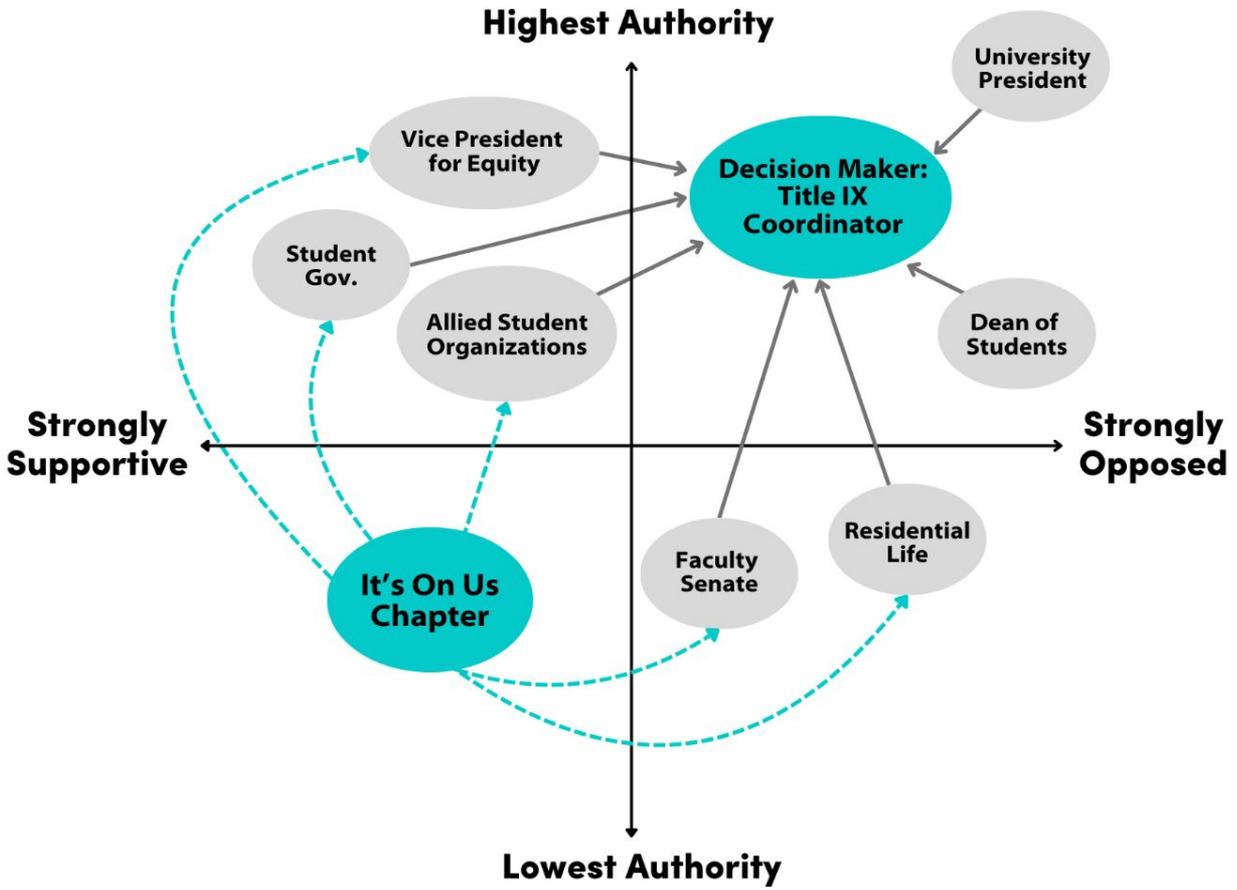
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Power Mapping:

A VISUAL REPRESENTATION OF WHERE POWER AND AUTHORITY LAY IN TERMS OF THE ISSUE YOU WANT TO ADDRESS.

1. Identify key players.
2. Determine where each key player lies in terms of authority over and support for the issue.
3. Determine relationships between key players.

Power Mapping Example





- Drinking enough water
- Eating filling foods
- Getting enough sleep
- Talking to friends or family

Taking care of basic needs is the beginning!



- Taking a bubble bath
- Getting a massage
- Zoning out on social media
- Cooking a cozy meal
- Doing something fun with others

Take time to tune out daily stressors.



- Meditating or spiritual practices
- Exercising
- Snuggling up to a favorite movie
- Listening to calming music
- Venting to a friend

Practice regulating your nervous system with familiar things.



- Journaling
- Counseling & therapy
- Reflecting
- Feeling emotions fully
- Practicing coping skills

Work through your emotions towards healing.



- Participating in cultural practices
- Engaging in spiritual or religious gatherings
- Group dancing or singing
- Advocacy and activism
- Group discussion or reflection
- Sharing a meal

Intentional community with others is the ultimate path to healing!

**TO COUNT YOUR ATTENDANCE
TOWARDS PEER EDU CERTIFICATION,
YOU MUST COMPLETE THIS SURVEY.**

