

*Introducing a new HOME Line Webinar series...*

# **HOME Line “Depot” Round 1: Add Community Meetings To Your Organizing Toolbelt**

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April 14, 2020 6:00 - 7:00 PM

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# Who am I?

- ❖ Organizing Project Director
  - AmeriCorps VISTA Program
  - Tenant Advocate
  - Communications
- ❖ Grad School Student
  - Clinical Mental Health Counseling
- ❖ Renter
  - Founded an Association
  - Used HOME Line hotline and organizing advice

*“Renters need education of their rights which is purposely difficult to find. As organizers we have faced the unique challenges of Covid and bringing people together in a heavily online world. Isolation continues the cycle of oppressive systems and technology can reach a wider audience but many of us wouldn’t call ourselves “tech savvy”. If I can learn to do this, anyone can!”*



# **Renter Organizing: A Deep Dive into Community Meetings**

1. Flyer property
  2. Doorknock
  3. Community Meeting
  4. Collect Information
  5. 1 to 1's
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# **Aisle 1: Meeting Promotion**

# Meeting Flyer

Easy to use graphic design app like Canva

- LESS IS MORE!
- Purpose (general or targeted)
- Graphics = Message
- QR codes
- List a contact
- Who is hosting

## Union Flats Meeting

Are you concerned about rent increases? Has your privacy been violated? Need advice on in-unit repairs? Unsure of what to do?

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### YOU ARE NOT ALONE!

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Zoom meeting on **MARCH 14, 2022**  
<https://bit.ly/Unionflats> (Register here)



Hosted by:  
**SAPCC**  
**HOME Line**

Looking for resources? Go to:  
[SAPCC.org/rentersrights/](https://SAPCC.org/rentersrights/)

**WE DESERVE SAFE, AFFORDABLE,  
AND DIGNIFIED HOUSING**

JESSICA WILLMAN  
SAPCC COMMUNITY ORGANIZER  
[JESSICA@SAPCC.ORG](mailto:JESSICA@SAPCC.ORG)



# Why do I need tech? I'm an organizer!

QR Codes - EASY! FAST! SIMPLE!

- Covid - common practice
- What is a QR code?
  - Scan - landing page
  - “But Kara, it doesn’t work!” - bit.ly link shortener
- Community Spaces
  - People forget
  - No typing
  - Professional
  - Most have a cell phone



## QR CODE STEP-BY-STEP



GO TO BITLY.COM OR SEARCH "BITLY LINK SHORTENER" IN GOOGLE

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COPY/PASTE THE WEBSITE PAGE INTO "ENTER LONG URL"

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CLICK CREATE!

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WANT TO MAKE IT PERSONALIZED? CLICK "CUSTOMIZE BACK HALF"

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YOU'RE READY! COPY/PASTE YOUR BIT.LY LINK AND HEAD OVER TO [HTTPS://QR-CODE-GENERATOR.ORG/](https://qr-code-generator.org/)

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PASTE YOUR LINK. HIT SAVE. SELECT SAVE AS PNG. IT'S IN YOUR DOWNLOADS!

URL Shortener:  
Bitly.com

QR Code Generator:  
<https://qr-code-generator.org>





**Aisle 2**

**Graphics = Message**

# Why Organize?

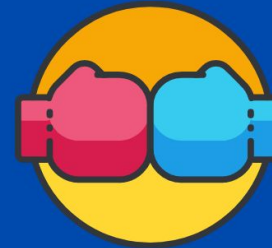
Sometimes, knowing the law isn't enough to address an issue, and acting alone may not change landlord actions.



## WHY ORGANIZE?



Sometimes, knowing the law isn't enough to address an issue, and acting alone may not change landlord actions.



# What is Renter Organizing?

Renters organize because they agree there is a commonly-shared issue and they believe that their collective actions can address that issue.

**WHAT IS  
RENTER  
ORGANIZING?**



**Renters organize because they agree there is a commonly-shared issue and they believe that their collective actions can address that issue.**

**POWER**



**Aisle 3**  
**Inclusion & Accessibility**  
**Pre-Meeting Planning**

# Community Needs



01

Language needs: Flyers, verbal translators

02

Location: Close to property, accessible

03

Food/water/snack: Donations

04

Date/Time: Working folks (night, weekend)

05

Promotion: flyer multiple times if possible

06

Bring a Community Member

07

**LISTEN!!!!!!!!!!!!**



**Aisle 4:  
Outline & Facilitation**

# Community Meeting Outline

- 1) **Host Introductions - Thank everyone for taking the time to attend**
  - a) **Person 1, Organization**
  - b) **Person 2, Organization**
  
- 2) **Organization Explanation**
  - a) **Explain your org's role. Are you an org that is...**
    - i) **A local neighborhood org looking to connect**
    - ii) **An org that has heard there are challenges**
    - iii) **Is providing specific information like Emergency Rental Assistance**



- 3) **Agreements**
  - a) **List a few easy “rules” for a smooth meeting**
    - i) **Please don't talk over each other**
    - ii) **Keep stories to under 2-3 minutes so everyone has time to share**
    - iii) **Save questions til the end of the renters' rights presentation**
  
- 4) **Renters' Rights Presentation (optional)**
  - a) **Q & A at the end**
  
- 5) **Resident Concerns**
  - b) **Bring a pre-printed sheet with these headings: “Repairs and Emergency Repairs” “Management” “Loss of Housing” “Sanitation”**
  - c) **Give these sheets to every community organizer that attends to take notes from resident stories..**

Grassroots  
Organizing centers  
**community over self**  
or an organization.

To avoid doing harm  
keep your work  
centered in  
community  
**AUTONOMY.**



**Autonomy**

***"self-directing freedom and  
especially moral independence"***

- Merriam Webster

Provide organizing  
resources and  
leadership  
development but the  
**community decides  
what's best!**

Provide accessible  
tools and train  
tenant/community  
leaders to lead  
meetings and  
organize for  
**sustainable power.**



# If it's worth doing, it's worth reviewing

Organizing is NOT a one size fits all approach. It is an art and a science. It takes practice, mentorship, and time. Ask questions, get help!



## Possible review points

- What went well?
- What would you do differently?
- What challenges do you foresee?
- Who could provide advice?
- What resources would help next time?
- Where will you find those?
- Does the community have feedback?

# **HOME Line Resources**

**HOMELINEMN.ORG**

- Webinars
  - Renters' Rights information
  - Strategy Guidance
  - Collaborative Organizing
  - Hotline for Renters
  - Form Letters
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# Other HOME Line Organizing Webinars

- Tenant Organizing Webinar: Organizing In the Suburbs; Renters live here too!
- Know Your Right For Tenant Organizers
- Organizing in Subsidized Housing
- Organizing Manufactured Homes
- How To Research your Landlord
- Call Your Rep: How to Engage Public Officials on Policy and Renters' Rights
- Eviction Defense: What it is and how to do it with Inquilinxs Unidxs por Justicia

HOME Line Hotline:  
612-728-5767

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## **BUT WAIT, THERE'S MORE!!**

### **FOLLOW OUR SOCIALS FOR:**

Policy Calls to Action  
Legislative Updates  
Hotline Tips  
Organizing Campaigns  
Volunteer Work  
HOME Line stats  
Step-by-Step How To's

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**Q & A**