



I WELCOME



Community Mapping

Community mapping is a tool to help you better understand the work happening around a campaign in your community. We encourage you to do community mapping with your group as you enter into a campaign, before kicking off too much work. Mapping will help you better understand how the issues impact your local community in relationship to the global movement, clarify your group's capacity, and ensure that you know who in the community is already doing work around the issues. All of it helps build better partnerships in local communities to create change in people's lives.

Remember, AIUSA has national and global campaign plans, and AIUSA local group campaigns are extensions of these campaigns. Always work with your AIUSA Organizer to first understand the full scope of the campaign, including regional analysis, resources, and capacity. There are numerous tools you can use to conduct a landscape analysis, and here is an example.

Step 1: Assess your group's capacity

We can't run a local campaign without people, so it's important to start with a real assessment of where you are, and what you'll need to succeed. Successful campaigns have numerous people working in multiple roles to support many moving pieces. The most effective campaigns drive change in policy and change in peoples' lives, and they also build the skills, knowledge, and power of communities.

Questions to consider when assessing capacity:

- Does your group have a history of working on this issue? If so, what and when?
- How many of your group members are committed to working on this campaign locally?
- Are there members in your group who are impacted by this issue and/or have experience working on the issue? If not, what is the best approach to working on the issues as allies? Work with your Organizer to think through and understand how to best approach communities that are directly impacted, and those already leading the work.
- Do members have connections to other groups who are working on this issue?
- What will you need to do to increase your capacity to work on this campaign?
 - Do you need to educate members?
 - Do you need to recruit more members?
 - Do you or your group members need skills training?
 - Is there someone in your group who can lead your group in the local campaign?

Step 2: How do the issues impact your local community?

The priority campaigns we work on at AIUSA have global and local implications. While it's important to understand the issue globally, it's also important to understand how these issues impact communities locally. Try to identify neighborhoods and specific communities in your community impacted by the issue(s). *Here are a few ways in which you can do this:*

- Host a group discussion about the issue. You never know the experiences and knowledge within the group or who may show up to a meeting based on the discussion.
- Research the issue online and in the media.
- Search for events to help you better understand the issues. Make it a field trip your group can attend together.
- Move into step 3, research organizations and set up 1-1 conversation to learn about your community.

Step 3: Who is working on this issue locally? Think creatively.

Often, though not always, there are other organizations who may already be working on the campaign issues. Research who is doing what, what their focus is, what activities they have you can participate in and your potential for working with the organization. This will help you with Step 3. Remember that each organization has its own restrictions and AIUSA has guidelines about who we can partner with, so an analysis does not necessarily mean they will be a partner

<i>Who</i>	<i>Focus</i>	<i>Activities</i>	<i>Contact</i>	<i>1-1 meeting</i>	<i>Potential</i>
Community Based Organizations					
Service Based Organizations					
Informal Networks					
Public Sector Institutions					
Private Businesses					

in the campaign.

Examples

<i>Service Orgs</i>	<i>Community Orgs</i>	<i>Informal Networks</i>	<i>Public Sector Institutions</i>	<i>Private Businesses</i>
<ul style="list-style-type: none"> • Housing services • Immigrant • Health services • Crisis intervention • Support groups 	<ul style="list-style-type: none"> • Organizing Based Institution • Youth orgs • Religious institutions • Cultural orgs • Unions • Neighborhood groups 	<ul style="list-style-type: none"> • By culture • By activity • By geography • By unique skill • By service 	<ul style="list-style-type: none"> • Social Services • Schools • Justice • Politicians 	<ul style="list-style-type: none"> • Key employers • Banks • Manufacturing • Retail

Step 4: Joining or Starting a New Campaign?

As you map out your community around the campaign, it's important to be clear about whether you are getting involved with organizing that is already happening in your community, or

whether you are building something new. Always work with an AIUSA Organizer to make this decision.

Joining a campaign:

If there an active campaign or coalition working on these issues in your community, here are some guiding questions to help you decide if you should join a campaign or coalition. If the answers are yes, work with your Organizer to determine if this is the right next step.

Questions to consider before joining a campaign:

- What is the goal of the campaign? Does it align with our national and international campaign goals?
- Can AIUSA offer tangible support to the campaign?
- Will the campaign build your group and AIUSA efforts?

REMEMBER! If you are joining a campaign, you must make sure it's approved by AIUSA. Work with your Organizer to approve the campaign.

- Understand your role in the campaign and support where you have capacity.
 - AIUSA can offer unique support as an international organization. Support can extend from having people engage in campaign activities, signing on to letters, helping with social media, as well as turning people out to important actions. What of this can your group realistically offer?
 - Most of what we can offer needs to be vetted by AIUSA and AIUSA staff need to have the capacity to do the work so always check in with staff first.
- Work with your AIUSA Organizer, and proactively report back on what you're up to.

Starting a NEW local campaign connected to the AIUSA campaign:

If there is no organizing in your area, consider starting a local campaign.

Questions to consider before building a campaign:

- Ask your group if they have the capacity and commitment to start a new campaign. Campaigns take energy, time, commitment and follow through. If not, don't start something you can't carry through. Consider taking part in actions instead.
- Call your AIUSA Organizer to help you assess if a local campaign will move forward broader AIUSA and Amnesty International goals.
- Does your group have the knowledge and skill set to implement this campaign?
- Connect with other AIUSA groups in the area to see if you can work together. Is there interest outside of your group?
- Connect with local organizations to see who wants to work with you on the campaign. Is any one interested? To build power to win on campaigns, you will need more than your group. It is important to establish local relationships to build your campaign.
- If you are certain you want to start a new campaign, work with your organizer and appropriate campaigner to begin researching and building out your campaign.

Questions? Contact your Field Organizer! Click [here](#) or visit <http://bit.ly/1IG7Ned> to find yours.