

A Guide to Basebuilding

Community organizing is the main strategy used by social movements to make change. One key element of organizing is building power with people who don't have it, often because it's been systematically denied to them. Power, privilege, and oppression are all important things to think about as you organize.

Basebuilding is about growing the number of connected individuals and organizations that support your issue. It is how we bring in new people or groups into the work!

For any movement, campaign, or goal—basebuilding is the critical component that is necessary to create and hold onto change. It is necessary to organize the power of the communities who are fighting towards a shared goal.

Who do we mean when we say base?

Personal base: The people closest to you. Those you can count on to show up for you. They can be friends, family, colleagues, neighbors, etc.

Base communities: Groups of people who, due to their geography, age, ethnicity, issues, interests, and values are or could be in your coalition.

Base vote: The people who can be counted on to vote in support of a particular issue. This is most relevant to Leagues focused on a campaign related to something on the ballot.

Base volunteers: Volunteers who are involved in and help lead the development and growth of the work.

Goals of basebuilding

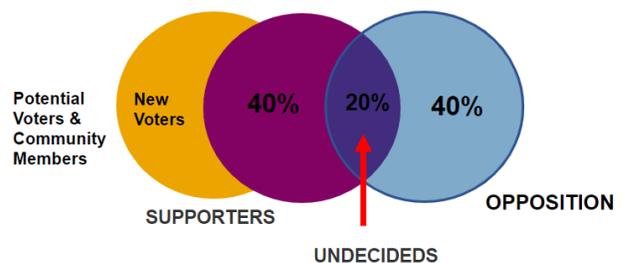
- Build infrastructure:
 - Create sustained power and support that extends beyond one campaign or project.
 - Bring community issues to the forefront of public
 - Grow your volunteer base
- Expand supporters and/or volunteers to mobilize for rapid response
- Build authentic relationships with community leaders

Inclusive campaigns

Inclusive campaigns are focused on building the pool of supporters.
Inclusive campaigns more effectively:

- Plan for longer term
- Organize communities
- Have qualitative and quantitative metrics
- Build community power
- Expand the electorate
- Build leadership and infrastructure in communities

Inclusive Campaigns



How to start basebuilding

- Identify potential supporters
 - Think about your personal, community, and volunteer bases!
 - Encourage individuals to reach out to their own bases
 - [Utilize OutreachCircle to engage new people!](#)
- Initiate a relationship and build personal connection
 - [Review this resource](#) about relational organizing to learn how to strategically build individual relationships that can grow your campaign goals!
 - Personal follow up after initial action – continue to develop that relationship
- Identify the shared goal or vision
- Create easy entry points for new supporters or partners
 - You can start with low-stakes actions, such as signing up for informational newsletter and build ways grow involvement and leadership in the campaign
- Offer consistent meaningful actions to keep supporters connected to the movement
- Show up for your base when you ask them to show up for you
 - Build a reciprocal dynamic to minimize transactional partnerships and offer mutual support

Key questions to ask when starting your effort

1. What community education or engagement campaign are you currently working on?
2. Which communities are disproportionately impacted by the problem you are working on?
3. Are impacted communities currently engaging in your effort? If not, why not?

Additional resources:

- The Power of Relational Organizing Meetings
[View training recording here](#)
[Relational organizing FAQ](#)
[Relational organizing take action handout](#)
- Digital Relational Organizing resources
[OutreachCircle Informational session recording](#)
[Find out more about OutreachCircle here](#)
- Using your Own Networks to Maximize Impact
[View training recording here](#)



Find additional organizing resources and trainings [here!](#)