

Time needed: 1 day

Resources needed:

- Newsprint and marker pens. Handouts with diagrams of the Four Roles in Successful Social Movements (Bill Moyer) and the Eight Stages of Social Movement Success (Bill Moyer)

Instructions:

1. Introduce facilitators. Welcome participants Acknowledge country
2. Objectives and agenda. Check everyone can stay for the duration of the workshop.
3. Invite participants to introduce themselves and speak about their expectations for the workshop.
4. Brief discussion about strategic frameworks: How do you use strategy?
5. Introduction to Movement Action Plan
 - Check what people know about it.
 - Where does it come from?
 - Who is Bill?
 - Share the story about the Clamshell Alliance action that gave Bill motivation to develop the theory
 - When did you first come across it? How have you seen it applied?
6. Break
7. Four roles
 - Introduce the four roles by asking one participant to read aloud each of the definitions.
 - Provide and solicit examples. Encourage questions of clarification to ensure a clear and shared understanding.
 - Spectrums: Which role to you most identify? Which role are you most interested in or drawn to?
 - Small groups to consider How are the other roles also important? How do you need them to play a part in your campaign/s? This can lead into and out from plenary (larger group) discussion.
8. Lunch
9. Eight stages
 - Introduce overview. Cyclic, but not linear. Not necessarily one-way. etc
 - Small groups activity: divide into eight small groups (one per stage). Position groups around room, with reference to handout diagram. Task: Each group is to explain their stage to the rest of the group in turn. If they can, provide one example where community action around a social or environmental concern appears to have reached this stage.

- Invite each group to share their observations with the larger group. Flow into a large group discussion.
- If group members are working on a campaign together, the discussion can then shift to applying MAP to their campaign (see below).

10. Campaign analysis (fish bowl)

- Use a dynamic process to select half the participants to participate in a fishbowl discussion.
- How do you relate to where you have been and where your movement has been?
- What roles are evident in your campaign or movement?
- What gaps are there for other roles to be effective?
- How could you strengthen relations and collaborations between roles? Where's it going?
- After the last session what do you think might be some of the next steps to move your campaign or movement to the next stage?

11. Active listening: what have you learnt today that will change the way you work for social change? How will MAP help you be more effective?

12. Evaluation – informal and written

Source: James Whelan, The Change Agency, <http://www.thechangeagency.org>. This tool is based on the work of Bill Moyer and his influential book 'Doing Democracy: The MAP Model for Organizing Social Movements'.

These works are licensed under a Creative Commons Attribution-NonCommercial-ShareAlike License.

You are free to copy, distribute, transmit and adapt this work under these conditions: attribution to the Change Agency and www.thechangeagency.org, and the original author/publisher (listed under 'Source'); only using this work for non-commercial purposes; share alike (if you alter, transform, or build upon this work, distribute the resulting work only under the same or similar license to this one).