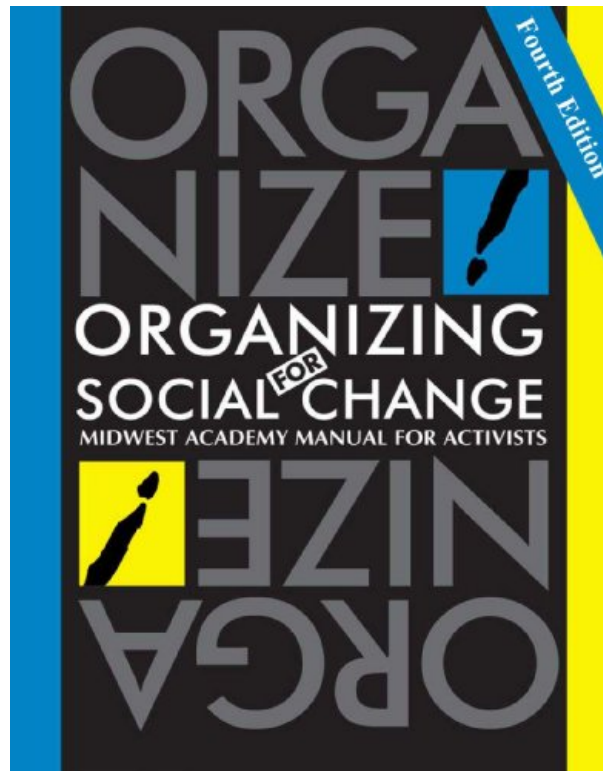
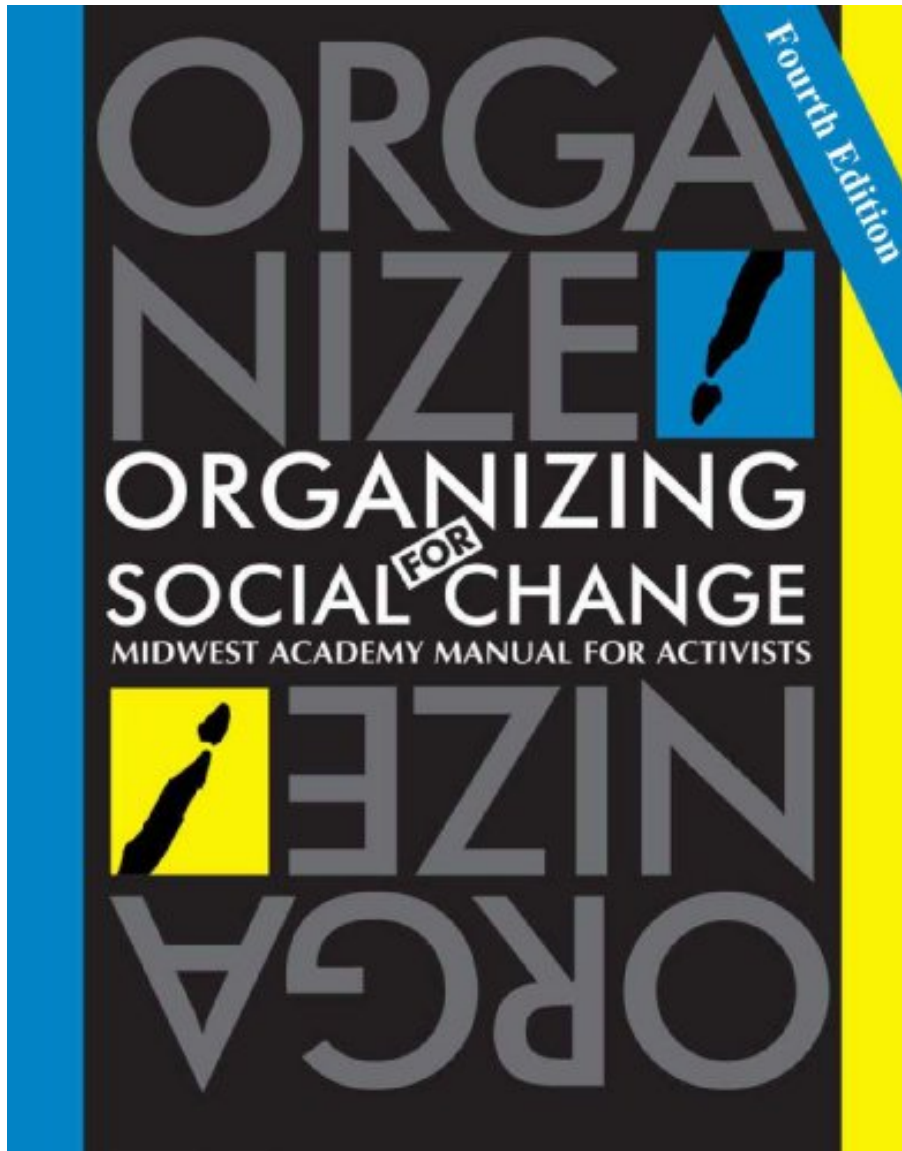


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From Library Journal

This is a compendium of powerful tools and information for grass-roots citizens' groups from leaders at the Midwest Academy, which has been training people in direct action organizing for social change since 1973. Efficiently and lucidly organized, the book should be an invaluable manual for individuals seeking to achieve justice and control over their lives through effective social and political group cooperation. There are excellent sections on outside resources, and the words for almost two dozen theme-related songs provide almost a touch of levity in this cogent, comprehensive work. Highly recommended for academic and public library acquisition.

- Suzanne W. Wood, SUNY Coll. of Technology, Alfred
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Review

In the hands of young organizers, this book has helped to build strategic campaigns, provide best practices and develop the next generation of leaders. --Gregory Cendana, President 2009-10 U.S. Student Association (USSA)

People power can still trump the power of big money. This book will tell you how to organize that power. --
Congresswoman Jan Schakowsky

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About the Author

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Now in its fourth edition, here is the comprehensive manual for grassroots organizers working for social, racial, environmental and economic justice at the local, state and national levels. Since 1973 the Midwest Academy has trained more than 30,000 activists in progressive organizations, unions, and faith-based groups. This Midwest Academy Manual for Activists is central to its training programs and seminars, and it provides an invaluable reference source for organizers throughout their careers. Also included are anecdotes about a wide variety of real organizations working on issues concerning labor, the environment, health care, racism, immigration, peace, religion, energy, public campaign financing and more. Whatever the progressive cause, this is the manual that can help guide organizers and ensure that they continue to reach their goals with efficiency and dignity. **USE IT AND ORGANIZE!**

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33 of 34 people found the following review helpful.

The best step-by-step organizing manual I have ever seen.

By A Customer

This book is based on the organizing model of the Midwest Center for Labor research, but could be useful in any type of organizing -- from citizen's groups to national policy campaigns. The book takes you through a step-by-step organizing model that helps you to define your goals, choose an issue and think of strategies and tactics for accomplishing your goals. It contains many worksheets that would be useful for group decision-making processes. Unlike most organizing manuals, this one is clear, concise, and very helpful

6 of 6 people found the following review helpful.

Great, As Far As It Goes

By Kindle Customer

Organizing for Social Change is a fantastic primer to leading change in a community or organization. It is a rich resource with more helpful insights and instructions than most books of its type. However, having myself worked with groups seeking deep or systemic change, it is light on the leadership dynamics that make such change possible. It assumes a high level of competency and proficiency in a number of areas, and the simple fact is that people need time and guidance to become comfortable leading change. A fantastic companion volume to this book would be Donelson Forsyth's, *Group Dynamics*. Together, these two books cover the full scope of personnel and process issues required for effective social change.

4 of 4 people found the following review helpful.

Designed for political action and leverage against organizations, not for work on the ground in your community

By C. Luc Reid

This appears from what I've read of it to be a very useful manual for people interested in what the authors (and others) call "direct action," which ironically means working to force others, e.g., politicians and business leaders, to make political or organizational changes. It doesn't claim to be useful for people who wish to participate in work that provides a direct benefit (e.g., reducing carbon footprint by changing individual habits, providing shelter for the homeless, etc.), and as a person interested in THAT kind of action, it wasn't at all useful for me.

Their clear focus on "direct action" is admirable and probably very useful to those involved in this crucial type of work. My not-so-high rating only reflects the ambiguity of the title (many of us organize for social change in our communities without involving ourselves in trying to force anyone to do anything) given the book's lack of use for other purposes. Unfortunately there are not many resources available for those of us participating in direct work rather than "direct action." I don't propose that they change the book, only that the title or subtitle be clearer.

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