

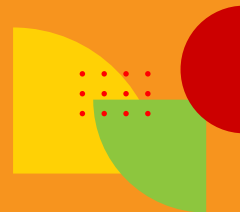
San Francisco Rising Student Organizing Lessons & Visions

Presented by Alex Lalama
& Natalya Bomani



SAN FRANCISCO
RISING

SFR Community



Alex (they/she)
Lead Student
Organizer



Natalya (she/they)
Criminal Justice &
Student Organizer



Staff & Student
Organizers



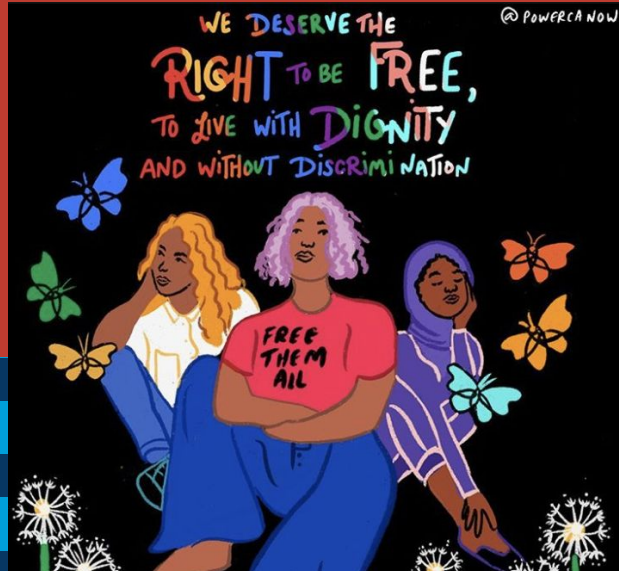
SFR Student
Members



SFR Coalition



Collectively, our 8 grassroots organizations work on these issues:



- Youth organizing for restorative justice, environmental justice, mental health, free college 4 all and more...
- Immigrant rights & Sanctuary city
- Worker organizing & Wage theft
- Affordable housing
- Tenants rights & counseling

In 2010, we formed SF Rising

**(and SF Rising Action
Fund)**



- To create a political vehicle to build power for working class communities of color
- To carve out political leadership in the progressive wing of SF politics
- To run our own campaigns to fight for more power in the city & build organizing skills

Since then, SFR has won...

(and SF Rising Action
Fund has won...)



Ballot Measures (SF & CA)

- Free Muni for Youth
- \$15 minimum wage
- Millionaire's tax to fund public education
- Free City College
- Universal Childcare
- Homelessness solutions

Supervisor Races (SFR Action Fund)

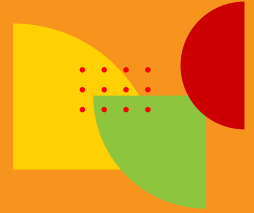
Aaron Peskin, Sandy Lee Fewer*, Hillary Ronen*, Jane Kim, John Avalos*, Eric Mar*

District Attorney
(SFR Action Fund)
Chesa Boudin

1 Building Blocks of Organizing



What is Organizing?



Organizing is the process of building organizations of people with similar interests who use their collective power to win immediate improvements in people's lives and later the relations of power

From the School of Unity and Liberation (SOUL)



**Organizing is
about...**



Power



People



Change

Power in organizing means...

**Organized
Narrative**

**Organized
People**

**Organized
Money**



Goals of Organizing

Reform

*Sustains the
current system*

**Non-reformist
reforms**

*Pursues reform within
current system with goal
of radically change it in
the long run*

Autonomous

*Builds new systems
within the old*

Revolutionary

*Rejects reform to
build revolution*

*From the School of Unity and Liberation
(SOUL)*

Aspects of Organizing

Relational Organizing

The process in which organizations, groups, or individuals invest in personal and trusting relationships to effect community change.

Canvassing

Direct contact as a form of outreach with individuals to bring awareness around a
★ campaign or community issue.

Political Education

Formal or informal teaching and learning process of social justice movements and theory to understand the political landscape at the local, state, and national level.

Aspects of Organizing

Base-building

The process of forming a group of people you move to take action to achieve your common self-interest



Propositioning

Having a planned and intentional conversation that invites a person into a well-defined activity or role, based on some aspect of that person's self interests or stated passions, dreams, hopes, or struggles.

Tactic vs. Strategy

Strategy 

A strategy is a plan to organize your people and your allies to force the target to meet your demands and help you reach your goals (SOUL)

Tactic 

The specific activities used to apply pressure on the target(s) in order to push it to give you what you want (SOUL)



SFR Strategies and Tactics

Strategy



SFR's long-term strategy and vision is ensuring our education is free and affordable. Student organizers put pressure on the board of trustees, taking the lead of AFT, to build long-term power to fight the admin and state.

Tactics



- Phone banking students
- Canvassing in our communities
- Working with the city college union American Federation of Teachers (AFT) Chapter 2121
- Political Education about social movements & organizing
- Classroom presentations at all colleges throughout SF





Group Activity (15 min)

Design your own organizing campaign

- 1) As a group, pick a social justice issue
- 2) Identify
 - a) The cause & group of people you are advocating with/for
 - b) The goal of your campaign
 - c) The strategy and tactics you will implement in your organizing
- 3) Name your campaign!





2. SFR Student Organizing



Why advocate for Students?



Students are...
caretakers, workers, essential workers, parents,
undocumented, queer, organizers

Debt in the Bay Area



26.6B

Total Student
Debt IN THE BAY
AREA



735K

How many
people have
student debt
IN THE BAY
AREA

6 communities that hold the
most debt in the Bay Area:

- American Canyon
 - Antioch
 - East Oakland
 - Bayview-Hunters Point
 - Treasure Island
 - Vallejo
- 



**Understanding
debt as a racial,
gender, and class
issue**



**Not asking for
loan moratorium
extension, but
cancellation**



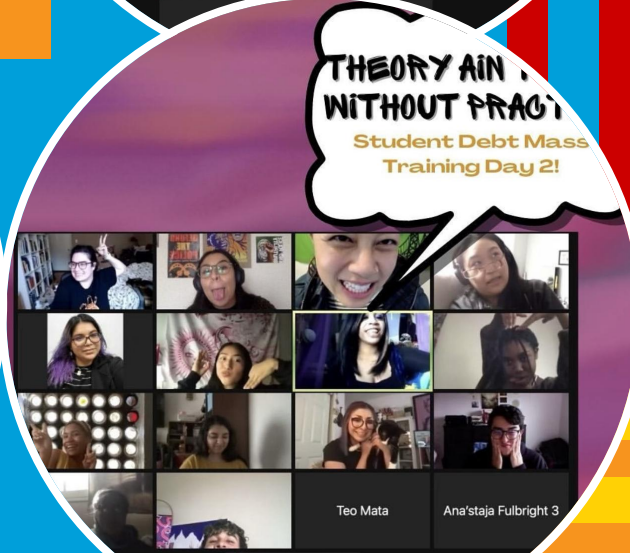
**Not asking for
forgiveness, but
Debt Abolition**

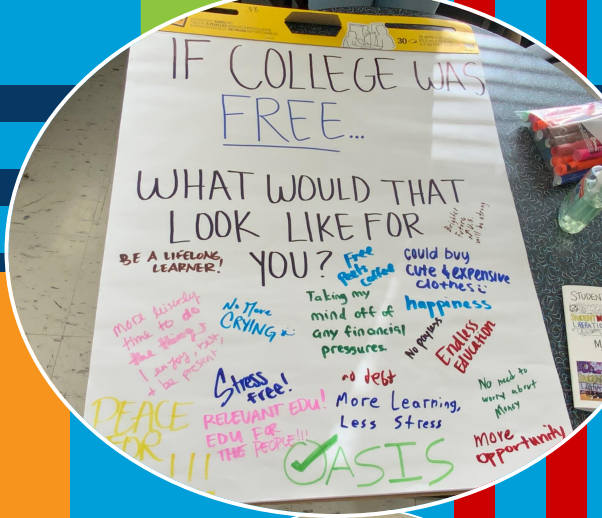


**Student Debt Campaign: Pillars
of Education Liberation**

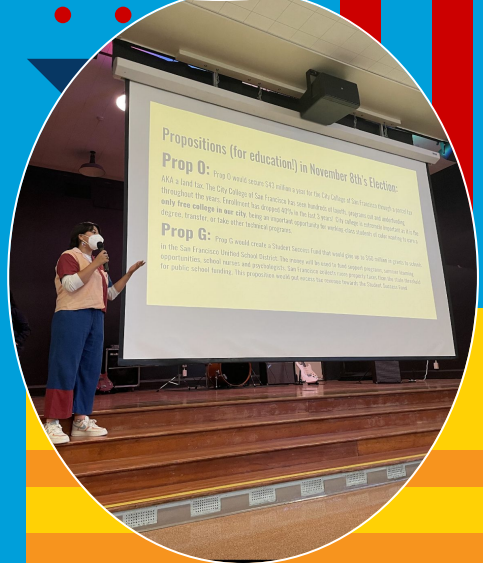


Fall 21' Spring 22' Organizing





Summer 22' Fall 22' Organizing



Student Liberation Manifesto

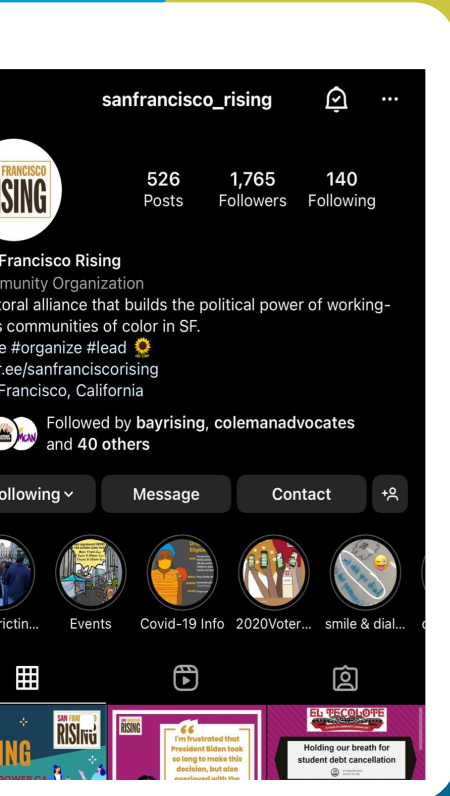


Work done by real students to talk about the burdens and impacts when dealing with student debt



SCAN ME

Get Involved With Us!



Student Liberation Committee (SLC) Mtgs

- ★ Last Wednesday of every month
- ★ 5:30pm - 7pm on Zoom
- ★ Community building, Political education, and Collective action



SCAN ME

Those who profess to favor freedom and yet depreciate agitation, are people who want crops without ploughing the ground; they want rain without thunder and lightning; they want the ocean without the roar of its many waters. The struggle may be a moral one, or it may be a physical one, or it may be both. But it must be a struggle. Power concedes nothing without a demand. It never did and it never will.” - Frederick Douglass

