

# Community Building / Mobilisation / Alliance Building

Community Building is one set of tools we can use to engage with people. It is not the only set of tools, it is simply one we have not foregrounded in XR before.

There are different ways for people to make change in the world. Sometimes these seem like they are competing with each other but multiple approaches exist in our society at any one time. These are three approaches that are often present at the same time.

There are a lot of similarities between these approaches but this table is focused on their differences and at the extreme of those differences.

Community Building	Mobilising	Alliance Building
How do we get people to step into their power to make change together?	How do we get as many people on the street as possible for an event?	How do we get as many organisations working on this as possible?
How do we get people to act in ways that matter to them?	How do we get people to be part of us?	How do we get organisations working on the same cause?
Everyone has power to make change when we act together that is amplified	Power and the ability to make change lies with people who have power over us and we must take it from them to have any of our own	Power is organisational, organisations have power to make change people don't
Everyone has answers to this we want to hear yours	We have the answers come with us	Organisations not individuals have the answers
This issue is really big and scary. How can you help in your own way?	This issue is really big and scary we all need to do this thing	This issue is really big and scary how do organisations all work on it in their ways?
People act in lots of ways to make a difference on this issue, not all with us. How do we connect	People not acting with us are not taking this issue seriously so must be persuaded to do so	Organisations not acting on this issue do not care how can more organisations take action together to make a difference
We are co-creators of change	Change happens to us but we can influence it	Change happens to us but organisations can influence it.
Abundance - people have the skills knowledge and experience to make change	Scarcity - why don't we have enough people to make change	institutionalisation - institutions have the skills, knowledge and influence to make change.

Community Building	Mobilising	Alliance Building
Be curious about the outsider	Be attractive to the outsider	Be an organisation
How do we share compelling stories?	How do we tell a compelling story?	How do organisations tell compelling stories?
How do we share our skills to act in ways that matter to us?	How do we upskill people to act?	How do we get organisations to act?
How do we build networks?	How do we build members?	How do we build strong alliances between organisations?
People care about the things that matter to them	People need to be made to care about this issue	Organisations need to care about this issue
We generate our own power we need to share it to make more	Power is finite and must be taken from others	Organisations hold power to influence bigger institutions
Start with what's strong	Start with the problem	Start with structures
We must go to where people are	People must come to us	It is the known names that count
How do we care for each other	How do we extract what we can from people	How do we extract from organisations.
Measure of success = connections	Measure of success = numbers	Measure of success = structure
Looks for connectors to build connections	Looks for leaders to bring followers	Looks to organisations to build structures
People in connection = change	People = mass = change	People in organisations = power = change
People co-create change, democracy, justice, safety and care	Institutions make change and create democracy, justice, safety and care	organisations make change and create democracy, justice, safety and care
Ecosystem	Our system	Organisational systems
Local and everywhere	National importance top down	Top down organisation to organisation