



Resource Organizing Project Propagation Party Toolkit

November 16, 2023

Welcome to our first Propagation Party!

The name “propagation” comes from the ecological process of using cuttings of one plant to sprout a new plant. The idea is that we’d gather together to learn about some of ROP’s partner organizations, then leverage our collective networks to move resources to the partners’ work, thereby propagating ROP’s seeds to grow a stronger movement.

22 frontline movement organizations will be launching monthly donor drives as part of ROP’s [Sustainer Learning Circle](#) this Fall, so we’re inviting YOU - ROP’s monthly donors - to help springboard their launch! to leverage support for them.

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Step 1: Choose an organization to Propagate

Who does ROP partner with?

ROP uplifts strategies that build the long-term organized power of historically targeted communities – Black, indigenous, people of color, queer and trans, and poor/working class communities. We know that in order to win, our movements need strong organizations but also a vibrant ecosystem where those organizations collaborate through coalitions, shared resourcing, and strategic coordination, seeing their campaigns as part of a larger political project.

We think of our partnerships in two categories:

- 1. Base-Building Frontline Movement Groups** build a membership base, develop members into leaders, and run strategic campaigns to transform society.
- 2. Movement Ecosystem Partners** are trusted by frontline movement groups in their region and engage in complementary strategies to base-building. Their strategies could include radical service, healing, mediation, political education, arts and culture, solidarity economy, mass mobilization, advocacy, direct action, leadership development, abolitionists alternatives, or community building.

Which organization to propagate?

This year, 22 organizations from across New England are running a sustainer drive. We've highlighted the organizations in Massachusetts, since most of you - ROP seed sustainers, live in Massachusetts and may be interested in supporting a local organization. Take some time to review the list of organizations below, read their mission statements, and determine one organization you would like to sign up as a sustainer of and invite others to also sustain.

Massachusetts Organizations

We highlight MA-based orgs because our first in-person Propagation Party is in Boston!

Organization	Mission	Donation (if you're viewing online, the QR codes are hyperlinked!)
	<p>We are a political home for pan-Asian communities in Greater Boston. We are a member-led organization committed to building grassroots power through political education, creative expression, and issue-based and neighborhood organizing.</p>	
<p>COMUNIDADES ENRAIZADAS COMMUNITY LAND TRUST</p>	<p>The mission of Comunidades Enraizadas Community Land Trust (Chelsea) is to obtain and permanently secure land for the use and benefit of the community so that low-income people, regardless of their immigration status, can achieve long-term housing stability and be stewards of the land.</p>	
 <p>MASSACHUSETTS TRANSGENDER POLITICAL COALITION</p>	<p>Massachusetts Transgender Political Coalition (Boston) works to ensure the wellbeing, safety, and lived equity of all trans, nonbinary, and gender expansive community members in Massachusetts.</p>	
	<p>Matahari Women Workers' Center (Boston) is a grassroots organization working to end the exploitation of women and femme workers through the labor organizing of domestic workers and restaurant workers. We have grown into the largest non-union community organization representing women workers in Massachusetts.</p>	



[Neighbor to Neighbor Massachusetts](#) (Worcester, Springfield, Holyoke, Lynn, and Boston) is the “new majority”: people of color, immigrants, women, and the working class, on a path to liberation. Our statewide membership is organizing to put people and the planet before profit. We counter the fear that causes injustice by building power to transform the institutions that govern our lives.



By creating inclusive spaces that foster storytelling, [SIM](#) inspires immigrant youth and young adults to overcome immigration status limitations and ignite positive change in their communities.



[Somerville Community Land Trust](#) (Somerville) builds community power and stability in Somerville by acquiring residences and land and making them permanently affordable. And you can be a part of it!



[Unity Circles](#) (Boston) centers communities most impacted by carceral systems by building networks of intergenerational leadership rooted in the values and practices of Transformative and Restorative Justice. Through trainings, cohorts, and processes, these leaders are supported in holding the vision and capacity to develop strong interconnected communities and address the root causes of harm.









[Women Encouraging Empowerment](#)'s mission is to educate, advocate, protect, and advance the rights of low-income immigrant and refugee women and their families through organizing, leadership development, and service delivery.



New England Organizations

If you want to propagate organizations outside of Massachusetts, check out this list of organizations also launching sustainer drives this fall!

State	Organization	Mission
CT	 BLACK INFINITY COLLECTIVE	Black Infinity Collective practices liberation and honors the fluidity of ourselves and the movement. We gather in our complexity, centered in the creation, nurturing, and protection of spaces that strengthen and amplify Black leadership and freedom. We are invested in the survival and nourishment of all Black people through care and healing. (Donate)
CT	 THE REACH FUND OF CONNECTICUT	The REACH Fund of Connecticut is a non-profit organization that provides financial assistance for abortion care in Connecticut. REACH works directly with Connecticut abortion clinics to financially contribute to abortion care for those who cannot afford their out-of-pocket costs. (Donate)
ME	 Maine PRISONER ADVOCACY Coalition	Maine Prisoner Advocacy Coalition is a statewide group formed in 2007 to improve conditions for inmates, former inmates, their families, victims of crime and others. (Donate)
ME	 PORTLAND OUTRIGHT	Portland Outright is a youth-led, membership organization building the power of LGBTQ+ young people in Maine (aged 14-25) through intersectional organizing for LGBTQ+, racial, and economic justice. (Donate)
NH	 BLACK LIVES MATTER NEW HAMPSHIRE	Black Lives Matter New Hampshire works to dismantle anti-Blackness, eradicate systemic racism, champion racial equality, combat racial injustices, put an end to police brutality, and advocate for justice for all Black lives in New Hampshire. (Donate)
NH	 MCAC MANCHESTER COMMUNITY ACTION COALITION	Manchester Community Action Coalition was formed in 2020 to elevate the voices of community members in the city of Manchester and to identify community-driven solutions. MCAC works to support communities of color to experience stronger family ties, where children are encouraged to

achieve/succeed, and families of color have equal social and economic opportunities. ([Donate](#))

NH



[The Reproductive Freedom Fund of New Hampshire](#) removes financial barriers for anyone receiving abortion care in or from New Hampshire through direct service funding and movement building guided by patient need. ([Donate](#))

RI



[Fuerza Laboral](#) builds worker power. We are a Rhode Island-based organization of immigrants and low-income workers who organize to end exploitation in the workplace. ([Donate](#))

RI



[Parents Leading for Educational Equity](#)'s mission is to demand a high-quality public school education for every child of color and be a voice for parents, caregivers & caretakers when policy decisions are being made at the local and state level. ([Donate](#))

RI



[Youth In Action](#) creates opportunities for youth to become agents of change through transformative youth leadership programming. We create brave spaces for youth to bring their cultures, values, identities, and truths and then build the skills and tools to name and address equity issues in their communities. Through their leadership, Youth In Action works to create more caring and fair public institutions and systems. ([Donate](#))

RI



[PrYSM](#) organizes at the intersections of race, class, gender, and sexual orientation by centering youth, female, queer, and people of color leadership in our campaigns, our organization, and our communities. ([Donate](#))



Step 2: Craft your why

Use the prompts below to set your intentions for the organization you will be propagating.

I believe in this organization because (e.g. mission, vision of change, campaigns.)....

I am excited to propagate this organization because (e.g. the impact, your personal mission for the future)....

Sustaining/recurring donations are important to me because....

- I want to grow their long-term sustainability
- I want them to be able to count on me for a gift every month
- Their staff shouldn't have to spend their limited time following up with me to renew my donation
- Other...



Step 3: Become a Sustainer

**I will be signing up as a sustainer of _____
(Organization) at _____ (amount) per month.**

You're here because you're sustaining ROP's work to build and grow infrastructure for frontline movement organizations. At the same time, those frontline organizations need to grow too! Could you pledge to support one of our partners at the same monthly level that you support ROP?



Step 4: Invite 3-10 friends to become sustainers

In the table below, write down the names of 3-10 people you will invite to become a sustainer of the organization you are propagating.

You can start brainstorming potential donors here, and when you make your asks, log them on [this shared spreadsheet](#) or on the wall at the Propagation party!

Name	What would interest them most about this organization?	Contacted?	Response?

Scripts:

Please see below for possible scripts to use during your outreach. Use as much of this language as you wish. We encourage you to have phone conversations with your friends about this. The best practice in fundraising is to give someone the heads up that they will be fundraised, then have a phone or in person conversation with the person, then follow up with an email or text. Relying on email alone decreases the probability of the person taking action.

Sample email:

Dear [name],

I wanted to connect with you about a great organization I'm helping raise funds for. Here is what they do: *[Share the organization's name and mission statement]*

[Personal anecdote on why you believe in the organization]

They are currently launching a monthly donor drive to reach 50 sustainers. I just signed up as X dollars a month, and I thought of asking you because *[share a bit of why you want to propagate the organization and align it with your potential donor's interest]*.

Will you join me in becoming a sustainer donor at \$XX per month?

I'm more than happy to share more on a call. In the meantime, you can read more about the organization here *[add link]* and their sustainer campaign link is here *[add link]*.

Thank you so much,
[your name]

Another sample:

Dear [Name],

I'm at a Propagation Party right now with the Resource Organizing Project *[add link]*. The name "propagation" comes from the ecological process of using cuttings of one plant to sprout a new plant. This party is a donor organizing event to move sustainable funds to organizations in the Boston area that are launching monthly donor campaigns this fall.

I'd love to propagate *[organization name]*. They do *[mission statement]*. *[Add why you want to propagate this organization and connect it to the potential donor's interest]*.

If we're gonna win the world we imagine, we need to scale up and shift the way we fund our movements. That's why I'm becoming a sustainer to *[Org name]* at \$XX per month. Also, if they reach their goal of 50 sustainers, they will unlock an additional donation of \$5,000.

Will you join me in becoming a sustainer donor at \$XX per month?

Here's the link: *[add link]*.

Thank you so much! I'm grateful to be building with you!

Thank you so much,

[your name]

Phone call guide:

- Open the call warmly through one small talk question
- Thank them for taking the time to talk with you about the organization
- Dive into the conversation - start by getting a sense of what the person thinks or feels when they hear about the organization, listen for what they are passionate about, share about the organization's work and tie in the person's passion/interests, making time for the person to react and ask questions
- Once you have shared enough information about the organization, campaign, why it matters and the other person shows understanding, then make the ask
 - A best practice is to ask the fundraising question no later than 2/3rds of the call. So if you're meeting with someone for an hour, make the ask between the 30-45 minute mark.
- The ask can be "I want to support this organization and want my friends to join me. I signed up to be a monthly donor at \$xx a month, can you match me?" or "I'm hoping to raise \$XXX a month and I'm asking XX for \$XX per month. Can you do that?"
- Once you ask the question, you have to pause and let them think. You cannot say anything until they respond. Sit with the silence for a few seconds.
- Be prepared for the response. If yes, thank them and give them the link to join or if you can, sign them up yourself through the phone. If no, thank them for their time and validate their reasons for saying no. If appropriate, make a compromise - maybe they want to say yes but need a smaller amount, or more time to think, etc.
- Wind down the conversation gently - let the person ask more questions, share more of your excitement, or change the topic before ending the call.

Thank you for propagating with us!