Operationalizing Bridging: Building A Bigger “We”
We Are California: Getting to bridging & deeper engagement.
Our work:

- 31 orgs in 14 counties.
- 700,000+ voters with us AND turning out.
- Integrated voter engagement + innovative strategic comms.
Question: Can we inspire a collective identity among supportive voters, expand into voter networks and motivate deeper levels of civic engagement?
Results of 2 years of narrative development and exploration.

Brand and identity designed to go deeper into voter networks and build visible active base.

Field + strategic narrative + digital organizing.

“Bridging” narrative vs. “breaking” right-wing narrative.
Results & Key Lessons

- Reached 775,000+ in lead up to midterms.
- 1,300+ shares among key audiences.
- Conversation reflected a hunger for something outside of partisan politics - bridging.
- Importance of creative work and expertise in operationalizing strategic narrative and expanding reach.
MUSICAL COLLABORATION
&
WATER COOPERATION
The Longest Rivers in the World

<table>
<thead>
<tr>
<th>River</th>
<th>Length (miles)</th>
<th>Length (ft³)</th>
<th>Flow (ft³)</th>
<th>Riparians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nile</td>
<td>4,258</td>
<td>7,381,000</td>
<td>99,940</td>
<td>11</td>
</tr>
<tr>
<td>Amazon</td>
<td>4,000</td>
<td>1,065,000</td>
<td>1,448,000</td>
<td>8</td>
</tr>
<tr>
<td>Yangtze</td>
<td>3,915</td>
<td>90,790</td>
<td>90,790</td>
<td>1</td>
</tr>
<tr>
<td>Yellow</td>
<td>3,395</td>
<td>610,600</td>
<td>610,600</td>
<td>1</td>
</tr>
<tr>
<td>Parana</td>
<td>3,023</td>
<td>1,448,000</td>
<td>1,448,000</td>
<td>10</td>
</tr>
<tr>
<td>Congo</td>
<td>2,920</td>
<td>965,300</td>
<td>965,300</td>
<td>3</td>
</tr>
<tr>
<td>Lena</td>
<td>2,734</td>
<td>565,000</td>
<td>565,000</td>
<td>1</td>
</tr>
<tr>
<td>Mekong</td>
<td>2,703</td>
<td>75,930</td>
<td>75,930</td>
<td>6</td>
</tr>
<tr>
<td>Irtysh</td>
<td>2,640</td>
<td>197,400</td>
<td>197,400</td>
<td>4</td>
</tr>
<tr>
<td>Niger</td>
<td>2,597</td>
<td>197,400</td>
<td>197,400</td>
<td>5</td>
</tr>
</tbody>
</table>
a diverse region with different needs and priorities

**WATER PER CAPITA (m³)**
- Egypt: 22
- Eritrea: 442
- Kenya: 467
- Sudan: 700
- Rwanda: 807
- Burundi: 990
- Uganda: 1,038
- Ethiopia: 1,296
- Tanzania: 1,705
- S. Sudan: 2,302
- DR Congo: 13,331
- World Avg.: 6,087

**ACCESS TO ELECTRICITY**
- Percentage of Population
  - Egypt: 99%
  - Eritrea: 32%
  - Kenya: 19%
  - Sudan: 29%
  - Rwanda: 17%
  - Burundi: 10%
  - Uganda: 14%
  - Ethiopia: 23%
  - Tanzania: 15%
  - S. Sudan: N/A
  - DR Congo: 9%
  - World Avg.: 78%

**GLOBAL FOOD SECURITY INDEX SCORE**
- 0-100 where 100 is most favorable
  - Egypt: 49%
  - Eritrea: N/A
  - Kenya: 40%
  - Sudan: 33%
  - Rwanda: 34%
  - Burundi: 29%
  - Uganda: 46%
  - Ethiopia: 36%
  - Tanzania: 15%
  - S. Sudan: 15%
  - DR Congo: 25%
  - World Avg.: 56%

**POPULATION 2015 - 2050**
- Millions
- Egypt: 82
- Eritrea: 6
- Kenya: 44
- Sudan: 55
- Rwanda: 38
- Burundi: 63
- Uganda: 12
- Ethiopia: 18
- Tanzania: 10
- S. Sudan: 38
- DR Congo: 101
- World Avg.: 186

**GOVERNMENT EFFECTIVENESS**
- Percentile Rank (0-100)
- Egypt: 19.62
- Eritrea: 2.87
- Kenya: 36.84
- Sudan: 3.35
- Rwanda: 55.50
- Burundi: 15.31
- Uganda: 33.01
- Ethiopia: 35.89
- Tanzania: 29.19
- S. Sudan: 5.74
- DR Congo: 1.44

**DOWNSTREAM**
- Agriculture Development
- Irrigation Improvement
- Access to Water

**UPSTREAM**
- Poverty Alleviation
- Access to Electricity
COLLECTIVE CREATIVE PROCESS

1 MASTER CLASSES
teach them what you know and learn from them what they know

2 MUSICAL DATES
converse with another musician to discover your unique connection

3 SMALL GROUP COMPOSITIONS
build on this connection by inviting more musicians to support your idea

4 ARRANGEMENTS
collaborate on arranging your composition for a larger group

5 REHEARSALS
refine through repetition

THE NILE PROJECT
MODES OF MUSICAL FUSION

1. Sampling: cut and paste a melody from another musical style
2. Play a musical style from a country on the instrument of another country
3. Altering a musical instrument to play the music of another country
4. Singing in another language / style
5. Singing a song in a language with the ornamentation / intonation of another country
6. Write / Compose a song in a language with a musical idiom from another country
7. Collage of two songs from two different countries
8. Poly-rhythmic Combination
9. Poly-modal Combination
10. One musician playing in one mode and sing in another
11. Compose a piece in a musical structure from another style
PROGRAMS

MUSIC

Collective of Artists from the 11 Nile countries redefining cross-cultural musical collaboration

+ Community Choirs applying the same principles across the Nile Basin.

UNIVERSITIES

Suite of student activities including Fellowship Program + University Chapters + Community Projects in cities across the Nile Basin.

NETWORK

International network of Scholars + Private Sector Executives + Civil Society Leaders focusing on developing collaborative solutions to food sustainability in the Nile Basin.
Little Haiti in 1980's
Haitian Refugees
EQUAL JUSTICE FOR HAITIAN REFUGEES
Stop Giving Haitians Raw Deals

No group of refugees in the history of this country has been treated as shabbily as the Haitian who have been coming to our shores since 1972 seeking political asylum. Those who have arrived and their families separated by the jailing of their men, have been resigned to even worse fate of having to depend on others for their survival. There is no reason for this, but America has persisted in imposing this final indignity on this group of aliens. The seven-year-old problem facing the Haitians is the U.S. Immigration and Naturalization Service which has been treating them like "common niggers" ever since they arrived. Their idea of their countrymen is to shackles and throw them in jail, or worse, send them back home. Haitians have suffered inhumane treatment of the lowest form at the hands of the American government.

This past week a new low was hit, INS Commissioner Lionel Castillo shot in the Washington office of Congressman William Lehman and agreed to allow Haitians in South Florida work permits. But after making that agreement, he ran into his boss, Attorney General Griffin Bell, whose attitudes towards Haitians (and Mexican) for that matter is well known.

Despite what Mr. Castillo says about Congressman Lehman misunderstanding him, it is perfectly clear what happened. Griffin Bell told Mr. Castillo, “No, no sense,” at which point the commissioners did a very tactless retrench.

This is not the first time that Haitians were told they would be getting work permits, only to be later told that the deal was off. Raw deal after raw deal seems to be the lot of this oppressed group.

The “Castillo Plasco” is but another indignity in a long line of bad breaks that Haitian refugees have suffered since coming here. While there is no reason or cause for it, there is the passive approval of the American government.

TO BE EQUAL

BERNARD E. JORDAN

A Fair Break For Haitian Refugees

The government's policy toward refugees from Cuba has shifted back and forth since the exodus began, but for those who manage to reach our shores, America has welcomed them, in the President's words, with "an open heart and open arms.

But the Haitian refugees are the "invisible" people.

While media attention focused on Russians, Vietnamese, and Cubans fleeing oppressive regimes, the Haitians were ignored. Over the past several years, about 30,000 fled Haiti. They made their way to Florida in makeshift boats. Some died in rough seas. All suffered on the arduous two-week-long trip.

At a time when thousands of Cubans were coming to Florida, about a thousand Haitians were beaching their boats in our ports, some of them in difficult conditions, without food or water for their journey.

The response to two groups of refugees get is shameful indication of America's reluctance to welcome black refugees.

The Cubans were generally assured of political asylum and the government moved swiftly to help resettle them. The Haitians were placed in the limbo of earlier refugees from Haiti.

For years immigration officials have put them into jail while being "processed." That "processing" often results in attempts to deport them without due process on the grounds that "economic immigrants" seeking work, rather than political refugees.

That distinction is a difficult one to make, and it has been enforced in a wayward fashion. Political asylum is automatically granted to refugees from communist countries, even though many, if not most, flee because of economic conditions.

But refugees from non-communist countries such as Haiti are denied political asylum, even though they escape a dictatorship as oppressive as any communist one. Denial of basic human and political rights is hardly a monopoly of communist countries.
"The"
Little Haiti
Building a Bigger We
Impact
Projects
People
IT

IT
People
Projects
Impact
1

EVEryone is good at something
Everyone is a genius.

But if you judge a fish on its ability to climb a tree, it will live its whole life believing it is stupid.

~ Albert Einstein
What are other forms of capital?
“We should remember that capital is not just financial; it is social, informational, experiential, spiritual, emotional, natural, and cultural.”

The President’s Advisory Council for Faith-based and Neighborhood Partnerships
EVENONE CAN BE GREAT AT GIVING
“Everybody can be great, because everybody can serve.”
AS GIVING GETS CONNECTED, A GIFT ECOLOGY EMERGES
Karma Kitchen
Growing in Generosity...

Lunch for ___ served by ___________

Your Bill Total: $ 0.00

In the spirit of generosity, someone who came before you made a gift of this meal. Now, it's your chance to pay-it-forward for a future guest and continue the circle of giving.
Everyone can be great at giving.

When everyone has a gift...
Everyone can be great at giving.

If everyone’s generosity is engaged...
A gift ecology emerges.

If a gratitude network emerges...
Everyone is connected to everything.
Centralized  Decentralized  Distributed
Leadership

- Centralized
- Plan & Execute
- Center
- Efficiency
- Predictable
- Quantity of Ties

Laddership

- Distributed
- Search & Amplify
- Edges
- Resiliency
- Emergent
- Quality of Ties
How do we build a bigger We?