RTCNYC Tool 12.3.3.2

**RTC Organizing Timeline and Plan**

*Updated 9/14/17*

**September and October:**

* Create outreach and educational materials (see below).
* Identify new distressed buildings where evictions/retaliations is a barrier to organizing.
* Identify and build relationships with institutional partners (senior centers, religious organizations, social service providers, universities).
* Identify current buildings where you organize in where knowledge about RTC would be crucial to the organizing work.
* Conduct Know Your Rights sessions in active Tenants’ Associations.
* Conduct a Teach in and brainstorming session for active Tenant Association leaders.
* Attend RTC monthly meetings.

**November and December 2017:**

* Conduct initial outreach to distressed rent stabilized buildings.
* Conduct Know Your Rights sessions in active Tenant Associations.
* Conduct outreach/Leadership Development/organizing trainings.
* Attend RTC monthly meetings.

**January-April 2018:**

* Conduct neighborhood based community forums on RTC.
* Assist Tenants’ Associations in using RTC in their building campaigns.
* Coordinate with legal services providers to troubleshoot challenges.
* Quarterly meetings with providers begin.
* Attend outreach/Leadership Development/organizing training.
* Attend RTC monthly meetings.
* Media and social media push.
* Consider a city wide blitz (a day where every group across the city does outreach regarding RTC).

**May-August 2018:**

* Highlight building campaigns.
* Evaluation.
* Attend RTC monthly meetings.
* Media and social media push.

**Outreach Materials to Create:**

* Postcards (colorful and to the point).
* Updated website with information--JustFix is potentially creating a stopmyeviction.nyc website, that would allow people to enter their address and find a legal services provider and tenant organizing group near them and much more! Waiting to hear back from them.
* Collect stories
* Pamphlets
* Instagram/Facebook
* Buttons
* T-shirts
* Outreach script
* Infographics (to explain how it works)
* Branding---Logos and colors
* Training curriculum for TA leaders/organizational leaders/community partners, including skits and role plays for how to use the new right.

**Places to do Outreach to/Build relationships with:**

* Libraries
* Law schools
* Local businesses
* Elected official offices
* Day cares
* Art community
* Shelters
* Laundromats/barbershops
* ESL classes
* Community college/universities
* Sporting events

**Activities for Outreach:**

* Cold outreach in distressed buildings
* Community centers (do presentations)
* Present at Community boards
* Flyer at the courthouse
* Neighborhood mapping/assessments
* Media outreach (radio, papers, etc.)
* Tabling at community events