

## **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