

**David Never Beats
Goliath if David
Sticks to Bake Sales**

This is not a lecture...

Rye Barcott (It Happened on the Way to War)

Ry's goals are to:

- 1.support local leaders who come up with local solutions
- 2.work from the perspective that talent is universal, opportunity is not

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Show clip: http://video.search.yahoo.com/search/video;_ylt=Av8Bf4EHbM3AFV8RA1_aZ92bvZx4?p=Rye+Barcott&toggl=1&cop=mss&ei=UTF-8&fr=yfp-t-701

So, how did Carrboro get to this point where we have people feeling that we can do big things?

1. We got people excited.
2. We dreamed big.
3. We came up with a plan that played to our strengths.

Goal #1: Getting people excited

1. Show movies

2. Read books

3. Reach out to people who inspire you as you never know what will come of this. Here are several examples of this:

- Paul Farmer and Ophelia Dahl
- Howard Buffett: Reading groups (EEVA)
- Maggie of FACE AIDS: \$24,800
- Laura Bush, Colin Powell, Bill Frist
- Noam Chomsky, Howard Zinn, Adam Hochschild, Bill Ayers
- Mitch Besser: idea for a public dialogue about AIDS

4. Public event: Show video clip on Haiti

**How can you get people at your school excited?
Do this in groups of 3 or 4 that do not include a
person from your school.**

Goal #2: Dreaming big

Michelangelo: The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.

Our goals for last year: \$20,000 for FACE AIDS, 150 students who learn about global issues in depth, 3-4 students who decide to take on this sort of work in a purposeful way for decades to come. If this goal is met each year for 30 years then the impact will be \$600,000 for good NGOs, more than 4,000 students who learn about global issues, and more than 100 students who become lawyers, doctors, teachers, etc. and whose careers focus on working with and for the poor.

What is a big goal for you at your school for this year? I would love to hear non-monetary goals. Please take three minutes to figure this out with members of your school's FACE AIDS chapter.

By the way, a great book on this topic of working for the long haul and staying true to your vision is Adam Hochschild's *Bury the Chains*.

Goal #3: Coming up with a plan that plays to your strengths

In *Why David Sometimes Beats Goliath*, Marshall Ganz talks about this issue in relation to the migrant farm workers struggles of the 1960s and 1970s. If the migrant workers had played by the rules of the major unions or of the growers then they would have lost. They had to be more resourceful in tapping into their strengths. The main strengths were that they (1) knew the migrant workers much more intimately than the other unions did, (2) they allowed their organizers to essentially write their own job description which led to enormous buy-in from the organizers, and (3) they explicitly positioned their work as coming from a civil rights perspective which had a galvanizing impact on their followers and supporters.

Our strengths at Carrboro were that (1) we had lots of enthusiasm, (2) we were willing to sacrifice, (3) we were constantly willing to go out to our larger community and ask for support, and (4) we took the time to do the unglamorous organizing work that EEVA will tell you about later. Here are some examples:

Vivian likes spreadsheets

Eliza likes talking to groups

Amber likes tying up loose ends,

Eleanor likes making reminder phone calls

A fifth and final strength that EEVA had was that they felt that the work that they were doing was not simply charity work. Because they believe they were doing justice work, they were willing to go farther than would many people who host a fundraiser

Get together with your delegations. What are your strengths? What plan can you come up with that truly uses these strengths?

The next session is on movements. My sense is that if we could create a fantastic movement if we did 5 things:

1. Believed we were Goliath even when we looked like David.
2. Got people excited.
3. Dreamed big.
4. Came up with a plan that played to our strengths.
5. Never held bake sales.