



SUNRISE MOVEMENT

# MEMBERSHIP MASS MEETING



MEMBERSHIP EDUCATION

# Why we're here.

We are on a mission to *stop the climate crisis and Donald Trump.*

In order to get there, we must *end the oligarchy.*

That will only happen through society wide *mass noncooperation.*

**And we have 5 years to do it. Let's talk about how.**



# What we'll go through

- **Opening**
- **What's Going On: Processing of the Current Political Conditions**
- **Strategy**
- **DNA Update**
- **Ask Anything Q&A**
- **Close & Asks**





# WHAT'S GOING ON



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**LIVE** Updated 2 hours ago

## Iran War Live Updates: U.S. Military Attacks Iran's Oil Export Hub, Trump Says

The strikes on Kharg Island hit military sites, including those storing missiles and mines, a U.S. military official said, adding that economic infrastructure was not targeted. Oil prices have risen by more than 40 percent since the start of the war.

## Israeli strikes in Gaza killed 12 people, including 2 children and a pregnant woman, hospital officials say

## Why has Trump attacked Venezuela and taken Maduro?

3 January 2026

**Vanessa Buschschlüter**  
Latin America editor

Share ◀ Save ▶

U.S. NEWS

## 'This place broke something in us': Kids languish in ICE detention long past 20-day court limit

The Trump administration has detained more than 900 children – including a boy with severe autism – for longer than allowed under a decades-old legal settlement.

**EXCLUSIVE** LAW

## Justice Department withheld and removed some Epstein files related to Trump

**Explainer**

## What does Trump's restrictive voting bill include - and does it have a chance of becoming law?

Every voter would be affected by the Save America act, as people would face more barriers to voting: 'It's a recipe for disaster'

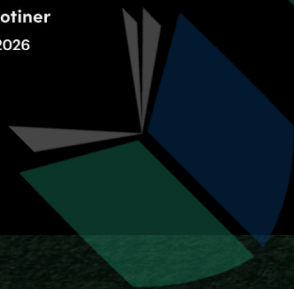
Q. & A.

# THE LAWLESSNESS OF TRUMP'S WAR IN IRAN

*The ferocity of U.S. and Israeli attacks has raised questions about whether the two countries are even attempting to minimize civilian casualties.*

By Isaac Chotiner

March 10, 2026





# Breakouts

- What grief or anger are you feeling most?
- How have you been holding it and how do you want to be holding it?
- How do you want to take action?





# WHAT'S THE STRATEGY?



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# 3 scenarios

## #1: Full Dictatorship

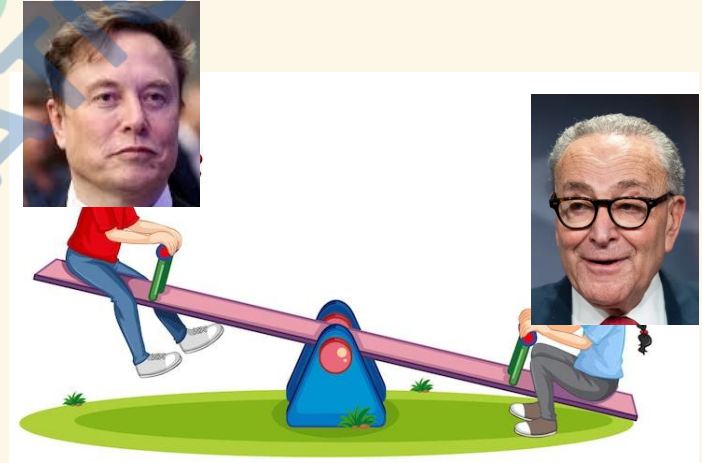
- Trump steals the 2026 and/or 2028 elections
- The military is fully under Trump's control and he uses them to imprison and cut out his opposition from political power
- Freedom speech is ended and speaking poorly of him and his billionaires is illegal



# 3 scenarios

## #2 Seesaw Democracy

- Democrats put up a serious fight, win the 2028 elections, but because of the dismantling of the Voter Rights Act, the Senate, and the Supreme Court, there isn't a governing coalition.
- In a 2 party system, and without the ability to pass or implement big legislation, seesaw public opinion shifts against Democrats
- Authoritarians rise to power again



# 3 scenarios

## ...or something else

- Mass noncooperation and huge electoral turnout removes Trump and his cronies from power
- Huge popular support for ending the billionaire 2 party system changes our government
- And we win good jobs, free healthcare and bright futures





We need a **political revolution.**



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**To make dictators impossible and give working people a chance, we need to structurally change the foundations of this country.**





**We need a political system, *truly*, of  
the people, *by* the people, for the  
people.**



**Mass noncooperation**

+

**Massive electoral turn out**

+

**Repolarization of society**

=

**Green New Deal**





# Mass Noncooperation

Mass noncooperation happens when **large groups of people withhold participation** against dictators and billionaires





**Authoritarianism runs on  
our obedience.**





Millions of people **stopping  
business as usual** is how we  
defeat Trump and his billionaires



**Military / Police  
Defections**

**Shipping and  
Transportation  
Workers**

**Factory Workers**

**City Service  
Workers**

**Customer Service  
Workers**

**Teachers**

**Students and  
young people**





**WE HIT EM WHERE IT  
HURTS!**

**THEIR WALLETS**

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## Massive electoral turn out

Modern dictators run elections for the look of legitimacy while trying to steal the results.

**We have to beat Trump in the streets and at the ballot box.**





**Authoritarian consolidation makes  
elections even more important**



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**And to get majority of society  
out in the streets and an  
explosion in voting we need to  
repolarize society.**





Repolarization is about **fighting for hearts and minds** – a rainbow coalition of the multiracial working class



# The Re-Polarization



**Change the System**  
More Democracy



**Keep the (Corrupt) System**  
Less Democracy



DEEDUCATION





We are building towards **mass non-cooperation** in 2028 to end the **billionaire 2 party system** + win the **Green New Deal**.

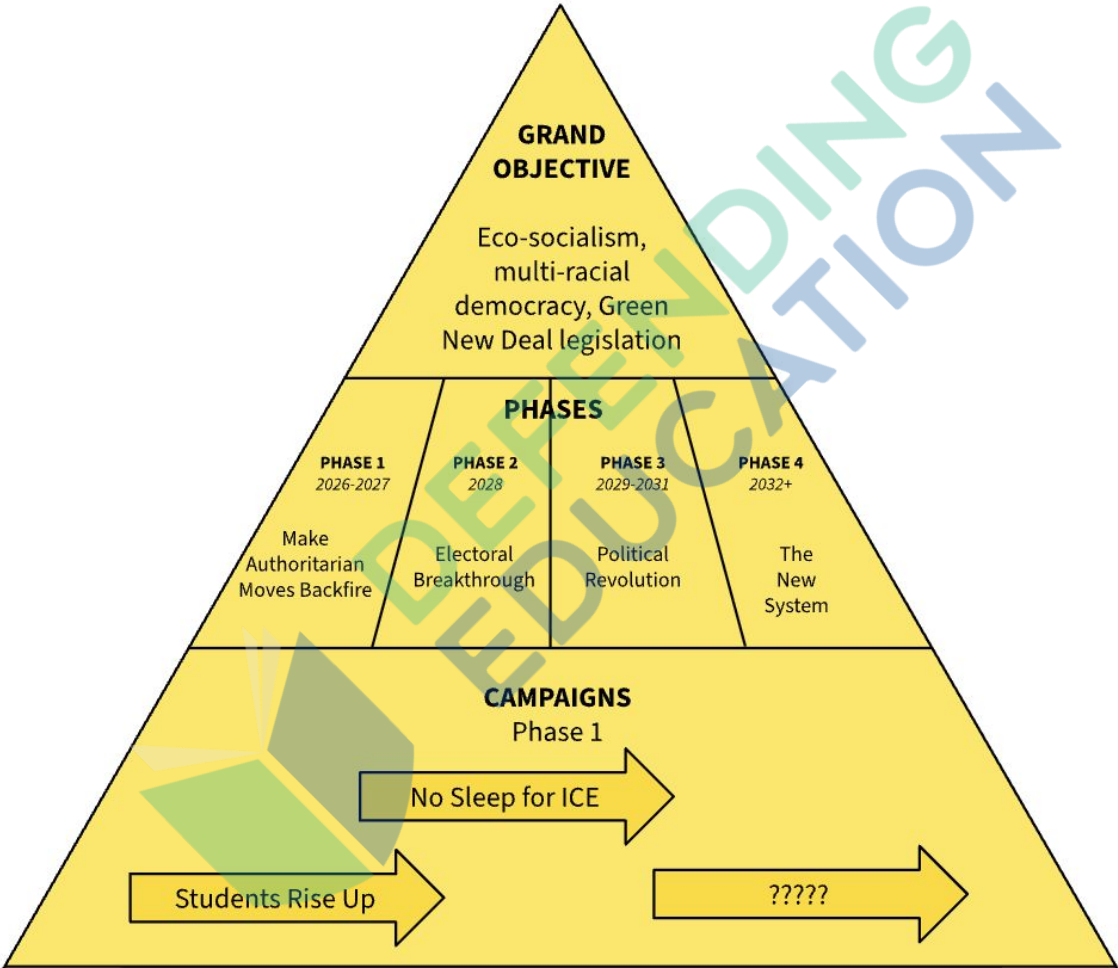


# On The Road to Revolution



# On The Road to Revolution

Phase	Goal
<b>Phase 1: 2026-2027</b> <i>Authoritarian Slow Down</i>	<ul style="list-style-type: none"><li>● Stop Trump's grip on power</li><li>● Build up to <b>mass noncooperation</b> (May Days, breakthrough organizing, etc)</li><li>● Use the <b>2026 Midterms</b> to build toward electoral breakthrough - win BIG</li></ul>
<b>Phase 2: 2028</b> <i>Electoral Breakthrough</i>	<ul style="list-style-type: none"><li>● <b>MASS strikes</b></li><li>● Huge, historic 2028 turnout for our candidate</li><li>● Biggest tentpole of <b>masses against Trump + his billionaires</b></li></ul>
<b>Phase 3: 2029-2031</b> <i>Political Revolution</i>	<ul style="list-style-type: none"><li>● <b>Pass GND wins</b></li><li>● <b>End the billionaire 2 party system</b></li></ul>
<b>Phase 4: 2032+</b> <i>The New System</i>	<ul style="list-style-type: none"><li>● 1st Multiparty Democracy Election (US House)</li><li>● <b>More GND wins</b></li><li>● Happiness (maybe)</li></ul>





**What does it take to slow /  
stop authoritarian  
consolidation?**





# Elections



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## What are pillars?

A pillar is a key support that keeps a system, organization, or structure standing. It's something or someone whose presence, actions, or consent are essential for that system to work.



**We can make moments of  
billionaire cruelty backfire  
against them.**



# MINNESOTA SHOWS US WHAT'S POSSIBLE





**ICE only works because we allow it to—they eat where we eat, shop where we shop, and sleep where we sleep. Our plan is simple: get businesses to stop complying with a wannabe dictator.**

**It starts with Hilton.**



# Why Hilton?



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**1. They are a making profits by housing ICE**



DEEPENDING  
EDUCATION



- 1. They are a making profits by housing ICE**
- 2. They've moved before after public pressure related to ICE**





- 1. They are a making profits by housing ICE**
- 2. They've moved before after public pressure related to ICE**
- 3. We're already seeing them fold**





**The Twin Cities Hub asked the question:** What are pillars supporting ICE in the Twin Cities whose consent or participation with ICE allows them to operate?



# ICE KIDNAPPING + KILLING PEOPLE IN THE TWIN CITIES



ICE workers  
(sign up to be an ice agent, overrun website)



Car rental agencies



Hilton Hotels

Restaurants and gas stations

Surveillance

State Government agencies  
(that give up data)

Payroll companies



Avelo Airlines

What are pillars supporting ICE in the Twin Cities whose consent or participation with ICE allows them to operate?



HILTON:  
STOP  
HOUSING  
ICE

HILTON:  
STOP  
HOUSING  
ICE

FOR THE  
  
PEOPLE  
WE LOVE.

WE ARE  
IDE  
MAKE  


ABOLISH  
ICE  
ABOLISH  
MILLIONAIRES

ABOLISH  
ICE  
ABOLISH  
MILLIONAIRES

FOR THE  
PEOPLE  
WE LOVE



## TACTICS

- Booking and Cancelling reservations at Hilton Hotels
- Wide Awake Actions
- Public Boycotts



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# 4 Hiltons have stopped housing ICE officers



# Hilton says it will drop Minnesota hotel that canceled immigration agents' rooms



hey there! we're about to dip out on a \$100k+ contract with the Hilton (for a large national convening we're holding)

Fun win! The Oregon Nurses Association was going to host their conference at a Hilton but just pulled it because of our boycott

9:22 PM



"We have made the decision to temporarily suspend operations at two of our St. Paul hotels – Intercontinental St. Paul Riverfront and DoubleTree St. Paul Downtown – in response to elevated safety and security concerns.



We've estimated we've cost Hilton:

- **\$18 million**
- **Goal: \$30 million**



## **OUR GOALS:**



- **Get Hilton to stop housing ICE**
- **Tarnish their brand and make an example out of them**
- **Shut shit down on May Day**
- **Grow our base across race and class**
- **Develop as strategists for anti-authoritarian organizing**



## Targets:

- **Hilton Execs + Board (to give permission to hotel owners & managers)**
- **Hotel building owners (to push execs/boards)**
- **Hotel managers (to push owners)**



## **Our Demands:**

- **Hilton, stop housing ICE**
- **Hilton, allow franchise owners the right to refuse service to ICE without punishment**
- **Hilton do a nationwide block on ICE**

# HILTON TO MAY DAY

MAY DAY - MAY 1

NO KINGS - MARCH 28

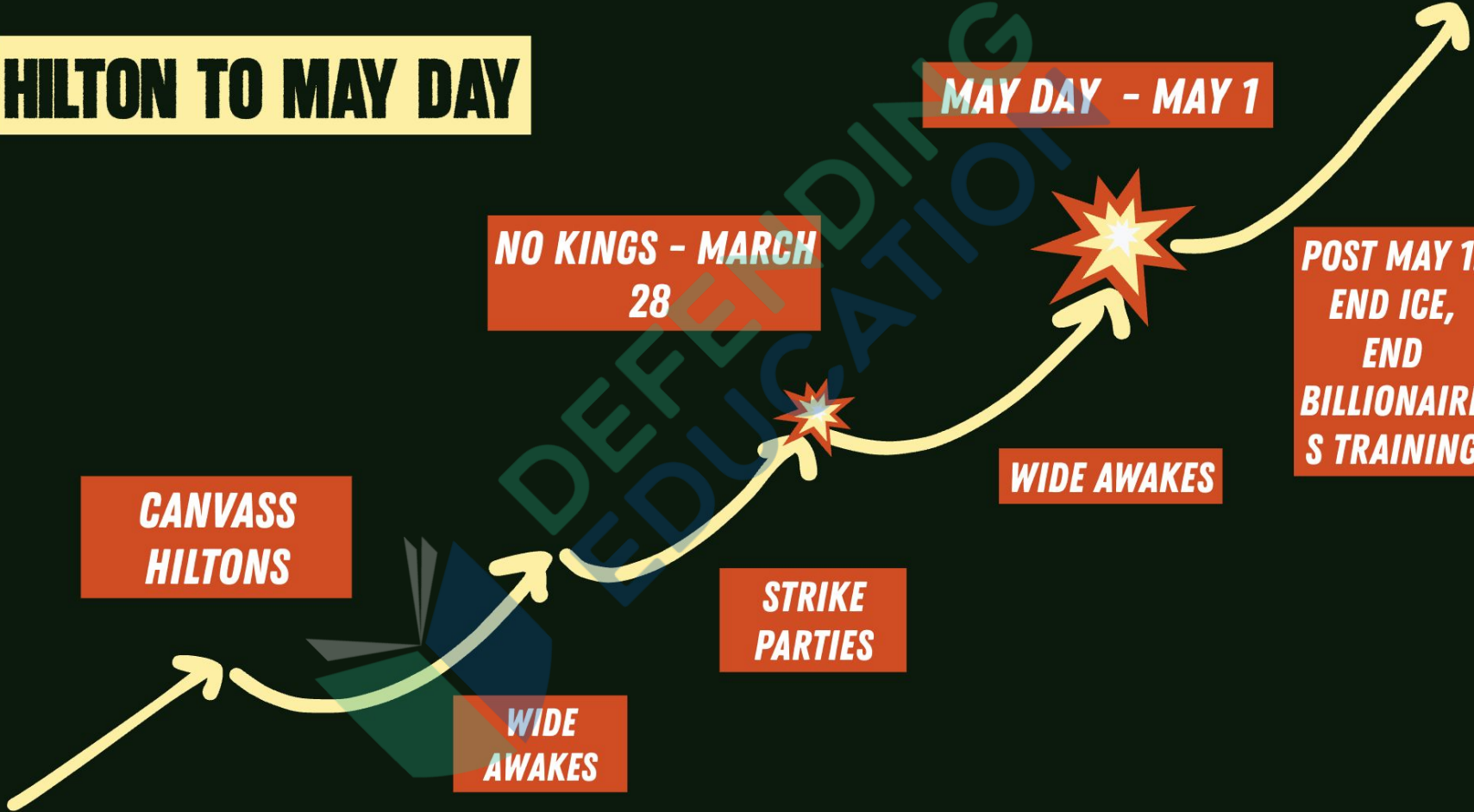
POST MAY 1:  
END ICE,  
END  
BILLIONAIRE  
S TRAINING

CANVASS  
HILTONS

WIDE AWAKES

STRIKE  
PARTIES

WIDE  
AWAKES





**Our schools keep ICE enabling corporations afloat. Students have leverage.**

**Students can force our schools to stop contracting with ICE enablers like Hilton & topple the corporate pillar.**



flock safety



**Hilton**  
HOTELS & RESORTS



**target**



**EASTERN**



**OMNI AIR**  
INTERNATIONAL

 **enterprise**

**GLOBAL X**

# THE PATH TO MAY DAY

**JANUARY &  
FEBRUARY: ICE  
OUT ACTIONS**

Launch your campaign with a petition, a mass meeting, and/or an action.

**MARCH: MASS  
MEETINGS**

Recruit new people to join your campaign, actions, meetings, and trainings.

**3/28 NO KINGS  
PROTESTS**

**APRIL STRIKE  
PARTIES**

Train up your school on the power workers and students have to disrupt the regime.

**HOST AN  
ART BUILD**

**HOST YOUR MAY  
DAY ACTION**

Over the summer, we absorb thousands who took action with us on May Day to train up, strategize, and take on bigger fights.

# HILTON TO MAY DAY

MAY DAY - MAY 1

NO KINGS - MARCH 28

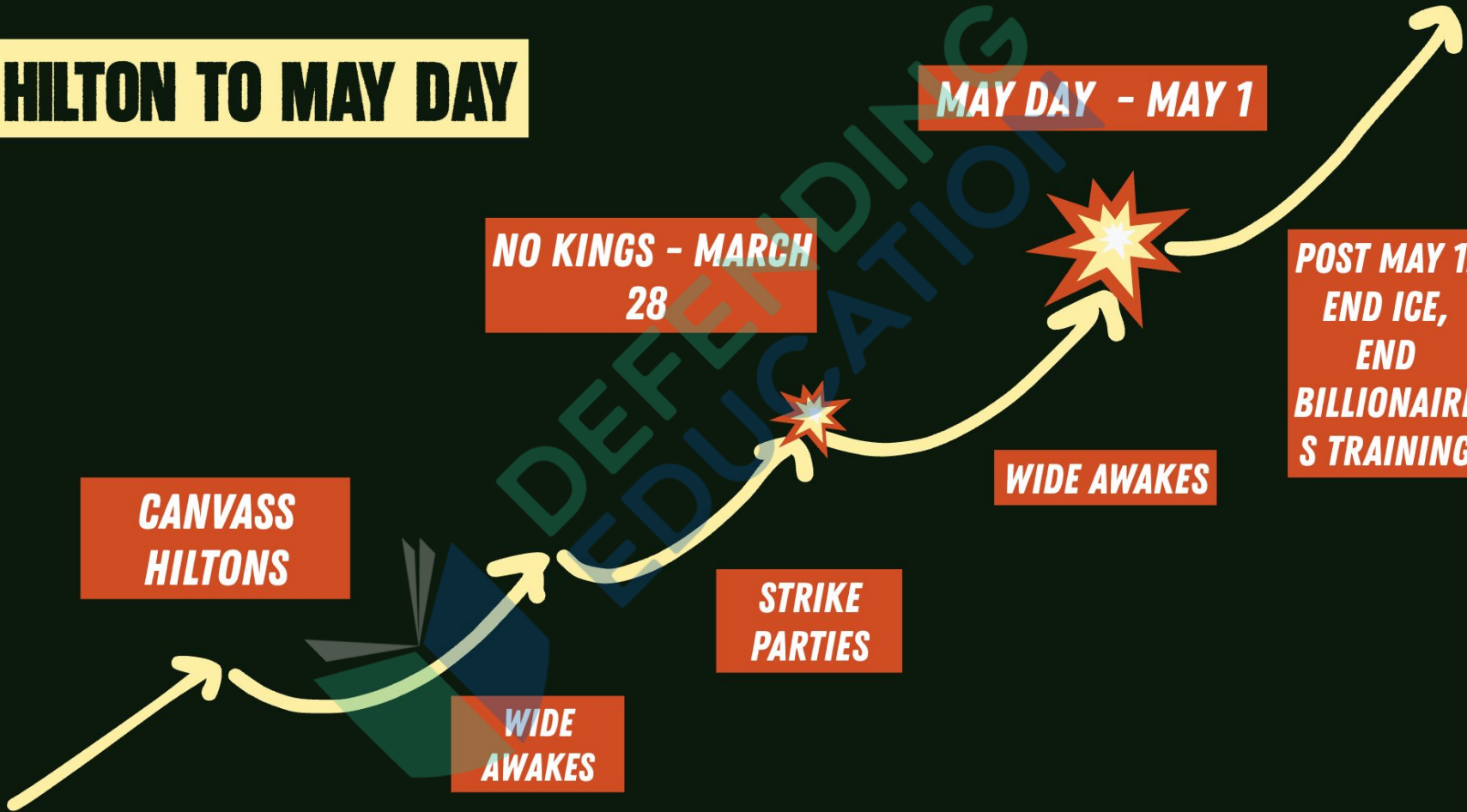
POST MAY 1:  
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CANVASS  
HILTONS

WIDE AWAKES

STRIKE  
PARTIES

WIDE  
AWAKES



# Phase 1: 2026 Authoritarian Slow Down

## Road to May 1st *[Jan - May]*

- Hilton Anti Ice Campaign
- Schools Drop ICE
- May Day Strike Organizing
- IL + TX + NC Primaries

## May Day *[May Day]*

- May 1 Strikes
- Mass School Walk Outs
- Major Actions at Hiltons

## Organize Like Fire *[June - Nov]*

- ELECTORAL Organizing (MI + PA + TN + etc)
- Summer Trainings (maybe) continue Hilton
- Prep Election Defense

## Election Day *[Nov 1]*

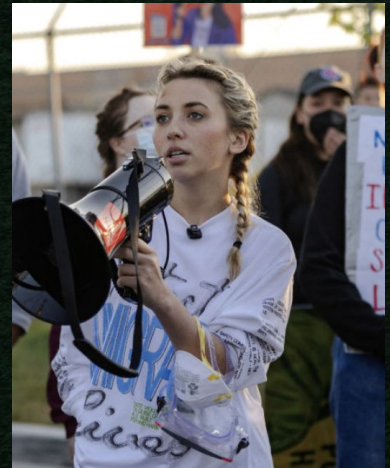
- Protect + win the election
- Mass noncooperation
- Election Turnout



## SUNRISE PAC

We campaign for candidates who

- are megaphone for our movement
- take non-cooperation with authoritarianism to the halls of power
- show the leadership we'll usher in when we crush Trump's power





# NO KINGS 3/28

- Get on the speakers list
- Talk to people about joining Sunrise and striking on May 1
- Hand out flyers
- Host an absorption event the following week



# Recap

- We are facing the twin crises of climate change & fascism
- Oligarchs have got us into this mess
- Trump's coalition could fall apart with a populist uprising
- Mass noncooperation is how we get there
- In Sunrise, we have a 3 phase plan:
  - Win the Public
  - Topple the Pillars
  - Bill Blitz
- This year, we're starting by making the public hate Big Oil & believe in movements through the Make Polluters Pay campaign
- The things hub can do: basebuilding, mass trainings, actions



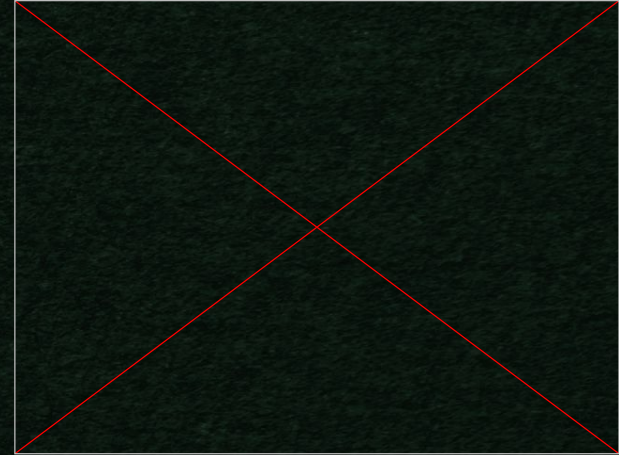
# Hub Campaigns Share Back



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# Hi from the Bay Area! 👉



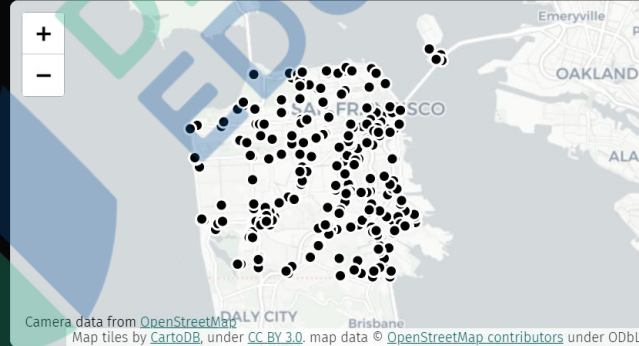
xo, ashmu (she/her)



# GET THE FLOCK OUT OF THE BAY!



Location Map - 331/505 Discovered [deflocksf.org](https://deflocksf.org)





## What is Flock Safety?

Flock Safety is a law enforcement technology company that operates what it calls a “nationwide public-private safety network” of **surveillance cameras, drones, license plate readers, and other devices**. It has contracts with over 5,000 communities, 4,500 law enforcement agencies, and 1,000 businesses nationwide.

The company, based in Georgia, is valued at \$7.5 billion and receives nearly \$700 million in venture capital funding, according to its website.

One of Flock’s products is a line of **license plate reader cameras**.





Civil libertarians and privacy advocates say that Flock is building a **mass surveillance network** that can track the movements of **all residents, not just those suspected of committing crimes.**

Many have called into question the constitutionality of Flock devices, with civil liberties groups like the ACLU and the Electronic Frontier Foundation arguing that the technology **infringes on Americans' right to privacy under the Fourth Amendment.**

Flock says it doesn't sell or share data to or with third parties. But concerns remain over how secure Flock's data is and the loopholes users can take to access it.

Multiple cities nationwide have terminated their contracts with Flock, limited data sharing and access, or imposed hefty fines for contract violations, due to privacy and security concerns. Those cities include **Austin, Texas; Eugene, Oregon; Denver; Sedona, Arizona; and more.**

# WHAT MAKES FLOCK DIFFERENT?

The company is focused on profits and surveillance, not public safety. The company is focused on profits and surveillance, not public safety.

- Funding sources: "Andreessen Horowitz, with backing from Greenoaks Capital, Bedrock Capital, Meritech Capital, Matrix Partners, Sands Capital, Founders Fund, Kleiner Perkins, Tiger Global, and Y Combinator also participated."
- Extremely aggressive in marketing and the number of cameras.
- National, cloud-based system with questionable data protection practices.
- Major investments in AI image analysis beyond license plate readings.
- Major investments in new surveillance tech like drones.

# FLOCK AT A GLANCE

## San Francisco

- 505 Cameras
- 365 day data retention
- 317 outside orgs with access (All in state)
- 2 active contracts
  - ALPRs: \$3.9 Million, 2/2024 -> 2/2027
  - Drones: \$2.5 Million, 9/2025 -> 9/2027
- Prop E means contract is largely controlled by police, Mayor/Board of Supervisors have limited power (further research required).

## Oakland

- 293 Cameras
- 30 day data retention
- 1 active contract
  - ALPRs: \$2.8 Million, 12/2025 -> 12/2027
- City council members have leverage over contract.



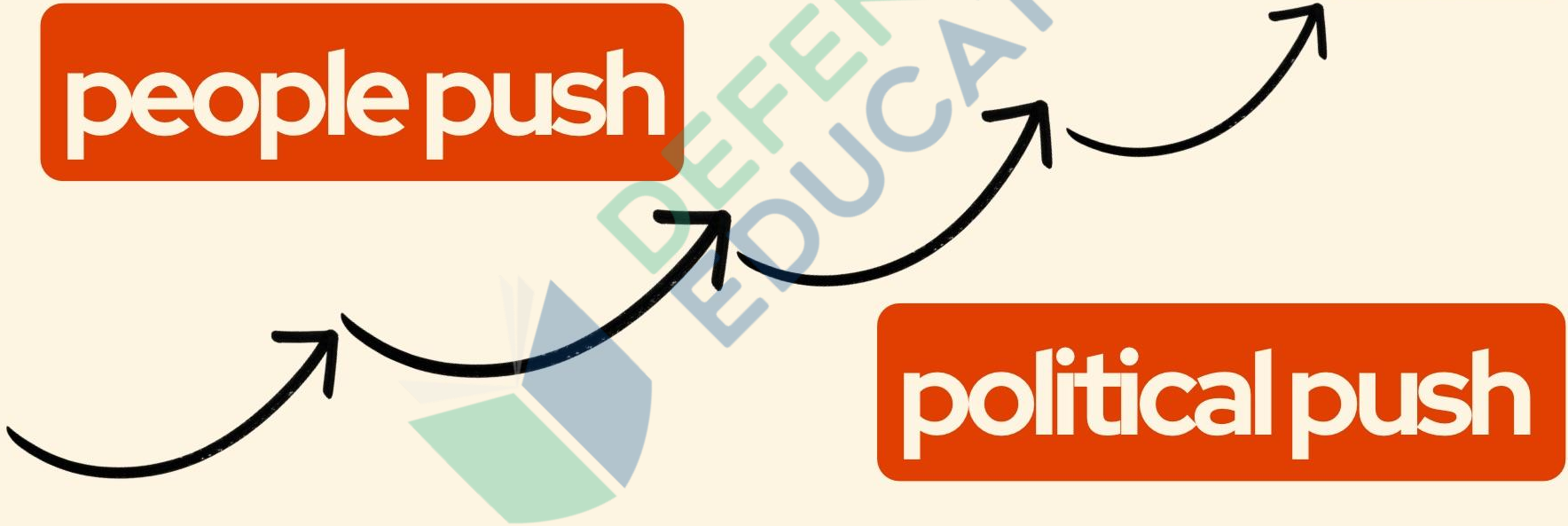
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# CAMPAIGN ARC

two tracks  
*aka inside + outside game*

people push

political push



# TENTATIVE CAMPAIGN ARC

escalated tactics →

hub launch  
March 15

official campaign kick off  
No Kings - March 28

flock actions x2

strike benders

May Day art  
build + training



Scavenger  
Launch

*people push - outside game*

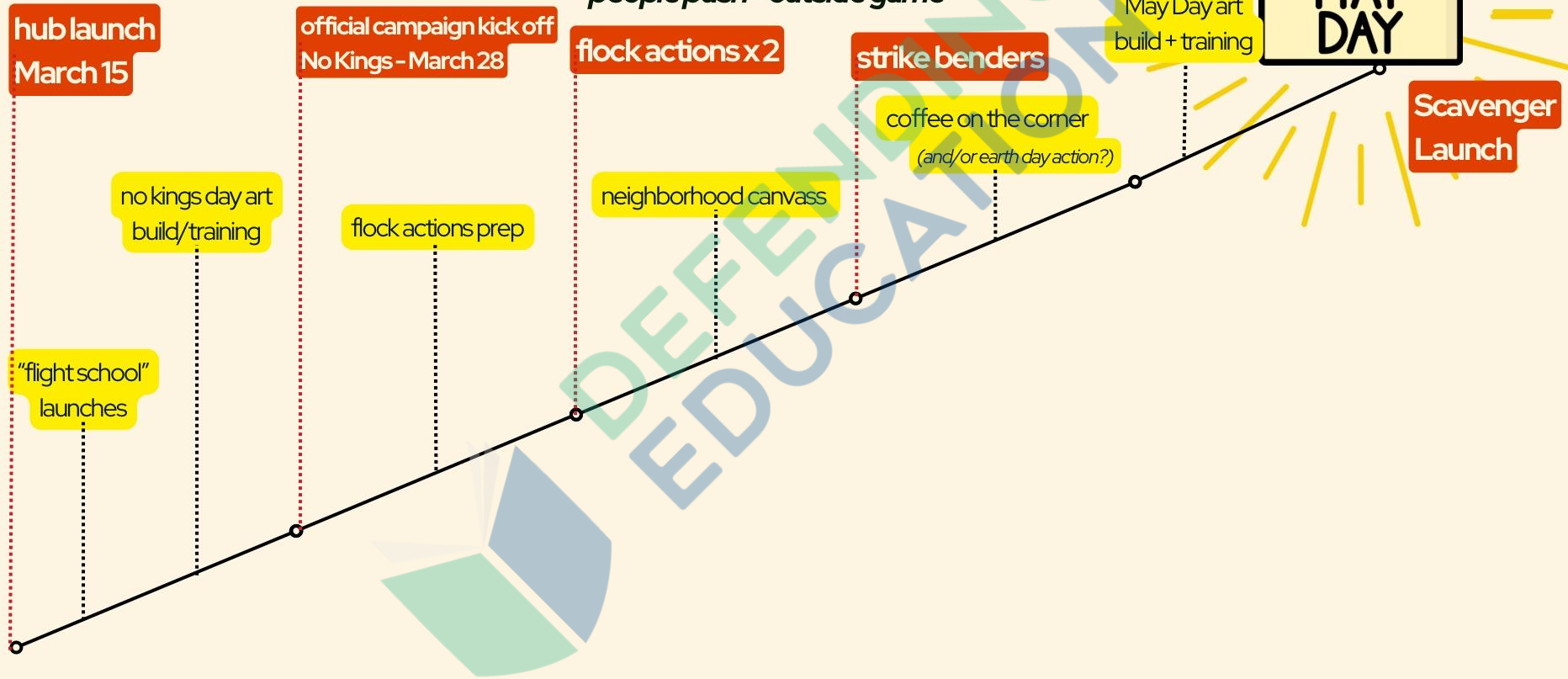
"flight school"  
launches

no kings day art  
build/training

flock actions prep

neighborhood canvass

coffee on the corner  
(and/or earth day action?)



# TENTATIVE CAMPAIGN ARC

escalated tactics →

*Political Push - Inside game*

hub launch  
March 15

official campaign kick off  
No Kings - March 28

flock actions x 2

strike benders

May Day art  
build + training



Scavenger  
Launch

no kings day art  
build/training

flock actions prep

neighborhood canvass

coffee on the corner  
(and/or earth day action?)

Begin building policy  
with Coalition

"flight school"  
launches

Apply pressure with Bird Dogging key figures (Lurie?)  
Convert more internal allies

Meetings w/ friendly  
Council members

Coalitions Building &  
Political Research

ongoing = comms + trainings + school reach outs + absorption



# TENTATIVE TIMELINE

MAR

APR

MAY

ACTIONS

No Kings

Flock Actions

Escalations

AWARENESS

FLIGHT SCHOOL

scavenger

NON-COOPERATION

PREP TEAM

MAY DAY

# SHAMELESS PLUG TIME...

**ARE YOU IN THE BAY?**

**JOIN OUR SIGNAL CHAT!**



**ANNOUNCEMENT ONLY GROUP CHAT**

**(only admins can post)**

**NOT IN THE BAY, BUT WANNA**

**SEE WHAT WE'RE UP TO?**



**FOLLOW US ON INSTAGRAM!**

**@bayareasunrise**

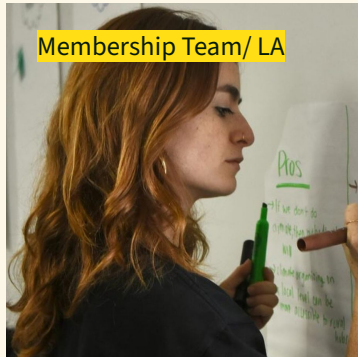


# DNA UPDATE

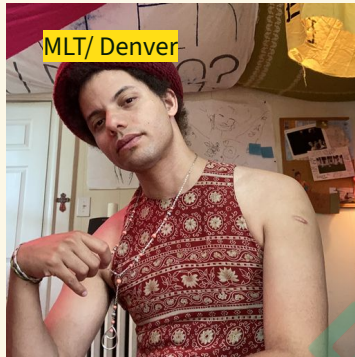


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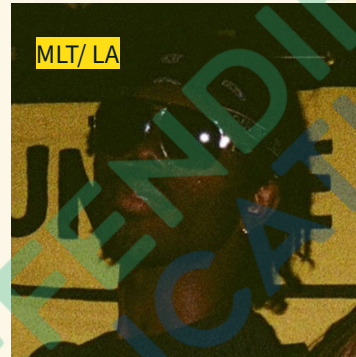
# The DNA Core



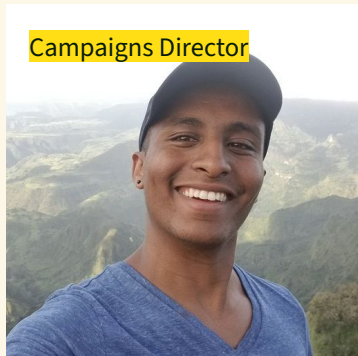
**Andrea**



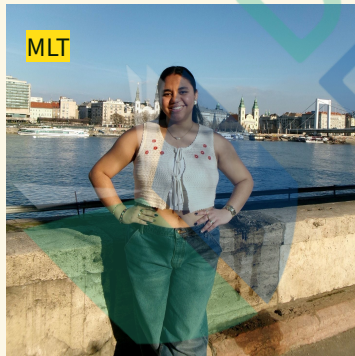
**John Henry**



**Josiah**



**Kidus**



**Shradha**



**Tori**

## The Core Team....

- 1) Sets the timeline for the DNA process.
- 2) Assists in coordinating this project with other movement work.
- 3) Sets the “sandbox” for the DNA. Which means things like....
  - a) *What is being considered in this iteration of the DNA rewrite?*
  - b) *How broad or specific should a portion of the DNA be? What definitions are we using?*
  - c) *Example: We will be voting on the movement’s “Strategy”. Does that mean we should vote on the tactics each hub does for the next 4 years?*
- 4) What should the end product look like?
- 5) What will our voting look like?

# The DNA Drafting Team



Duke

**Artivista**



MMT

**Deeksha**



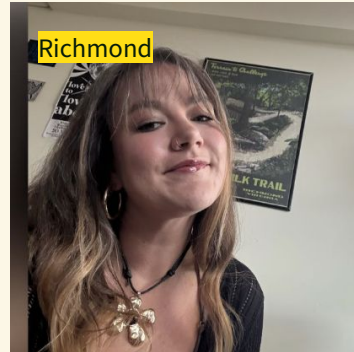
RGV

**Dex**



Denver/ MLT

**John Henry**



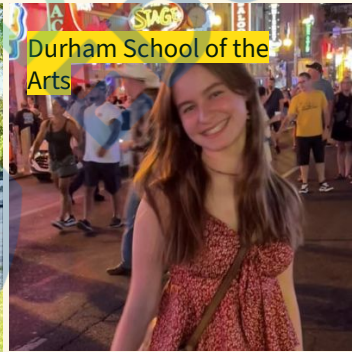
Richmond

**Reilly**



DC

**Rosewater**



Durham School of the Arts

**Sarah**

## The DNA Team....

- 1) Drafts the language of the DNA per “strand”.
- 2) Leads member, staff, and stakeholder engagement.
- 3) Builds our own political education so we can discuss and address movement questions.
- 4) Submits DNA language to the movement for feedback, then submits final language to the movement for a vote.

**What is DNA?**



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# Spectrum of Decentralization



Occupy General Assemblies



Otpor, Alcoholics Anonymous



Obama Campaign Teams



Union Worker Committee



Military

Decentralized

Centralized



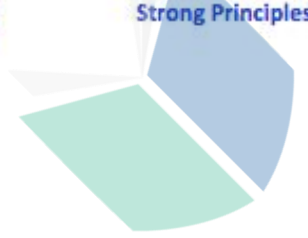
Decentralized Organization with Weak Principles

Decentralized Organization with Strong Principles

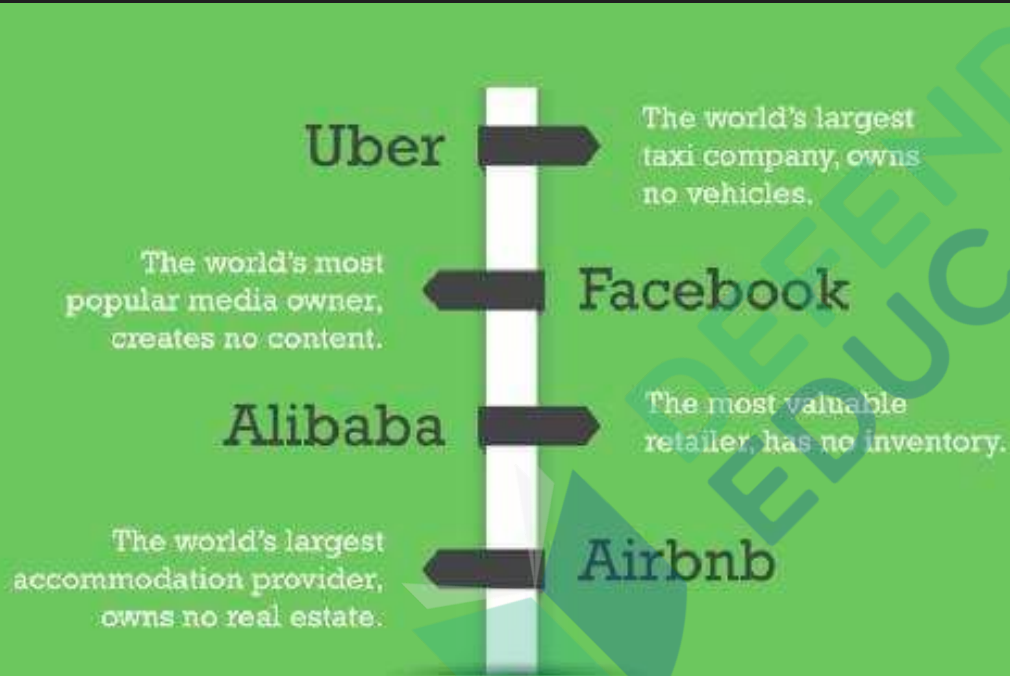
Centralized Command with Decentralized Components

Centralized Command with Centralized Components

Centralized, Ultra Rigid



# Decentralization Enables Scale



Something interesting is happening.

TOM GOODWIN

- 1) Opens multiple doors to the organization
- 2) Gives people roles so that they can actually build the capacity of the movement
- 3) Overcomes bottlenecks -- creates a responsive culture where people take initiative

# DNA

- Story
- Strategy
- Structure
- Culture



Intentional	Explicit
Unintentional	Implicit

**Centralized** →  
**Strategizing**  
**Decentralized** →  
**Frontloading**

# Frontloading

- Decentralized organization needs more structure, but a different way of structure.
- A structure that allows for the most amount of autonomy within its boundaries.
- The boundaries are very well defined so that people don't interfere with the movement (cancer)
- Rules, procedures, structure, vision established at the beginning of the process, so we can escalate and operate with as much unity and autonomy as possible.

# Mass Training

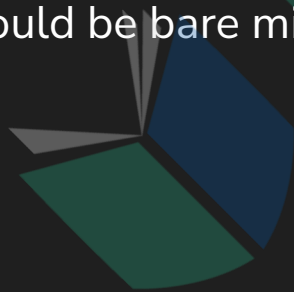
- The way the DNA is disseminated
- Everyone that join the movements has to come to the initiation mass training
- Embodiment of the DNA(culture)
- It can expand as fast as the capacity to train trainers

# DNA

Exists in every group - some groups explicitly, some groups implicitly.

The basic story, theory of change, strategy, principles, structure and culture of a movement.

Should not change often, should be the same irrelevant to the size of the movement. Should be bare minimum - what is



## Is DNA

- Basic structure (we have hubs, they vote on things with delegates)
- Basic culture (principles + informal)
- Theory of change (we believe in stopping climate change, we need mass disruptive power and the ability to win governing power, etc.)
- HIGH LEVEL plan: [in 2028 we will have mass non-cooperation to kick out donald trump']
- HIGH LEVEL story: tone of voice we use, colors, description of who we are

## Isn't DNA

- Anything with a budget line item (staff, programs, etc.)
- Teams (SLT, etc.)
- Processes
- Year to year strategy + campaigns [climate emergency campaign, Make Polluters Pay, etc.)
- Individual messaging

**Even if it isn't DNA, it can be helpful to change + vote on it!**

# DNA 1.0

- We are a movement to stop climate change and create millions of good-paying jobs in the process.** We unite to make climate change an urgent priority across the country, end the corrupting influence of fossil fuel executives on our politics, and elect leaders who stand up for the health and wellbeing of all people.
- We grow our power through talking to our communities.** We talk to our neighbors, families, religious leaders, classmates, and teachers, in order to spread our word. Our strength and work is rooted in our local communities, and we are always growing in number.
- We are Americans from all walks of life.** We are of many colors and creeds, from the plains, mountains, and coasts. A wealthy few want to divide us, but we value each other in our differences and we are united in a shared fight to make real the promise of a society that works for all of us.
- We are nonviolent in word and deed.** Remaining nonviolent allows us to win the hearts of the public and welcomes the most people to participate. We need maximum participation in order to achieve our goals.
- We tell our stories and we honor each other's stories.** We all have something to lose to climate change, and something to gain in coming together. We tell our individual stories to connect with each other and understand the many different ways this crisis impacts us.
- We ask for help and we give what we can.** We all have something to offer to the movement. Some of us give time through volunteering anywhere from 1 to 50 hours per week. Some of us give money. Some of us donate housing or meeting space. We invite our community into the movement by asking for the help we need.
- We take initiative.** Any group of 3 people can take action in the name of Sunrise. We ask for advice — not permission — from each other to make this happen. To make decisions, we ask ourselves, “does this bring us closer to our goal?” If yes, we simply do the work that is exciting and makes sense.
- We embrace experimentation and we learn together.** We welcome imperfection, share innovations, and learn through honest mistakes followed by honest conversations that help us move forward together. If we see something we don't like, we contribute with something we do like, modeling an alternative.
- We take care of ourselves, each other, and our shared home.** We maintain our health of body, mind, spirit, and environment to the best of our ability so that we can maintain a strong movement together. We respect that for each of us this looks different.
- We stand with other movements for change.** Stopping climate change requires winning and holding power at every level of government. This is a huge job and we can't do it alone. When it makes sense, we work with other other movements who share our values and are also working to win political power.
- We shine bright.** There are hard and sad days, to be sure. This isn't easy work. But we strive to bring a spirit of positivity and hope to everything we do. Changing the world is a fulfilling and joyful process, and we let that show.

## The Sunrise Movement Plan

*A Guide to Defeat Trump and  
Make Climate Change an Urgent Political Priority*

### **About this Guide**

Welcome! These 12 pages are a step-by-step guide for how to join the Sunrise movement to stop climate change and create millions of good jobs in the process. It's long enough to include everything you need to know -- and short enough that you'll actually read it.

The Sunrise plan is a labor of love by a dozen young people who are worried about climate change and the direction of America. We studied past movements for change and asked, “What can we do today that will alter the course of history?” Our answer is in this guide.

People often struggle to participate in causes because they don't know what to do or where to join. We're hoping to solve that problem by making our plan public and transparent in this guide. If millions of people see the guide and get involved, we will win.

Once you've finished reading, you'll be all set to get involved. You can be involved in-person where you live, or online. The plan will only work if you do something with it -- see you out there!

### **Our '5-Phase' Plan**

**Stage 1 — 2017: Launch the movement**

**Stage 2 — 2018: Make climate change matter in the midterm election**

**Stage 3 — 2019: Make the entire country feel the urgency of the crisis**

**Stage 4 — 2020: Win governing power**

**Stage 5 — 2021: Mass noncompliance**

# DNA 2.0



## Other Changes

- Dropped “political alignments”
- Adopted dues
- Created Delegate Body
- Revised movement principles
- New Campaigns/timeline
- Created “chapters” and formalized mass organizing teams

## 4 Interventions

1. Local GND Campaigns
2. Build a Multiracial cross class movement
  - a. Build Green New Deal policy and campaign strategy that explicitly names how it will invest in and materially change the lives of poor, Black, brown, and working class communities
  - b. Invest in local base building, leadership development, and retention with extra resources towards Black, brown, poor, and working class people
  - c. Build a culture where everyone, especially Black, brown, poor, and working class people, feel at home and powerful
  - d. Ensure that every member and leader feels a stake in building a movement across race and class and can support others to feel their stake
  - e. Build decision-making processes that ensure that Black, brown, poor and working class leaders have clear substantial decision making power
3. Internal Democracy
4. Leadership Development

### POLITICAL POWER

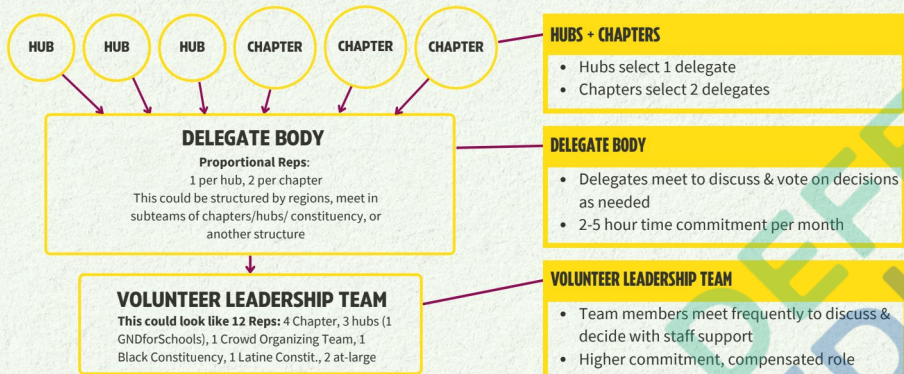
- Shift the political common sense
- Elect Green New Deal champions at all levels of government
- Pass policies that advance the Green New Deal and improves peoples' lives



### PEOPLE POWER:

- Organize thousands of people who reflect our communities to campaign for Green New Deal policies
- Take direct action that disrupts the status quo in ways that build public support and/or force those in power to meet our demands
- Build mass public enthusiasm across race and class for the Green New Deal by connecting it to peoples' lives

## WHAT DOES THE DEMOCRATIC STRUCTURE LOOK LIKE?\*

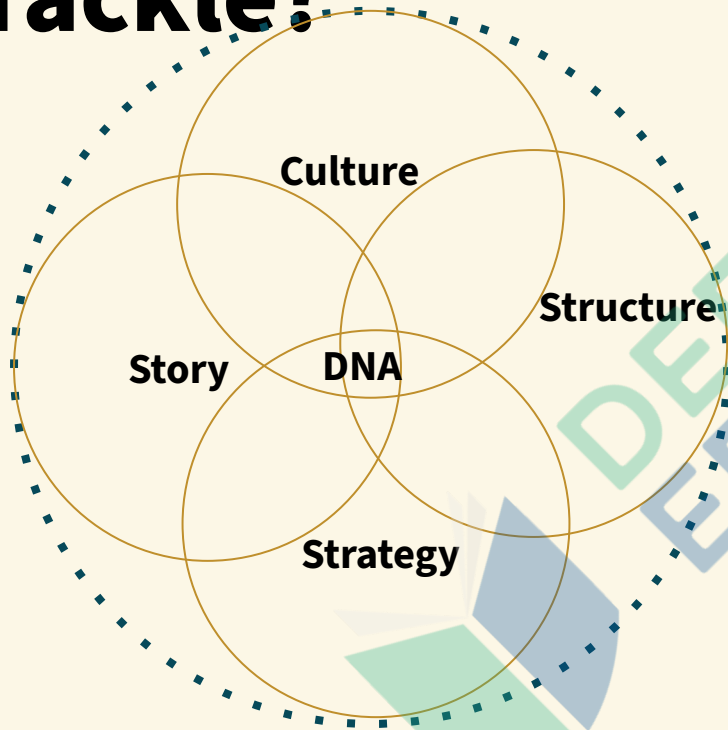


## HOW DO WE STRUCTURE OURSELVES

Most of our organizing happens locally, in either **hubs** or **chapters**. Both hubs and chapters are autonomous groups that organize around a Green New Deal, either by running multi-year campaigns (chapters) or by going through cycles of action to popularize the Green New Deal (hubs).

	HUBS	CHAPTERS
<b>WHAT THEY DO</b>	Hubs popularize the Green New Deal through <b>shorter-term campaigns, actions, and supporting partner campaigns.</b>	Chapters are groups that are leading <b>multi-year local campaigns &amp; base building</b> through neighborhood teams.
<b>SIZE</b>	5-30 active members	30+ active members
<b>LOCATION</b>	Town, city, region, high school or college <sup>1</sup>	Town, city, region
<b>CAMPAIGNS</b>	Shorter-term campaigns to get politicians & institutions to sign Green New Deal Pledges, electoral campaigns, and actions	Multiyear campaigns to win local Green New Deal policy
<b>DUES-PAYING MEMBERSHIP</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>NEIGHBORHOOD TEAMS*</b>	Not required	<input checked="" type="checkbox"/>
*All chapters have multiple <b>+ neighborhood teams +</b> (sometimes called community teams) to help build a base. Neighborhood teams have the mandate of recruiting people in their area. This helps create structures to infinitely grow a base of organized people, and also often allows us to deliberately invest in base building in poor, working class, Black and brown neighborhoods.		
<b>IN 2024 WE HAVE...</b>	100s of hubs	15-30 chapters
<b>SUPPORT FROM THE CENTRAL ORGANIZATION</b>	<ul style="list-style-type: none"> <li>"How to start a hub" training &amp; coaching program.</li> <li>Light coaching from staff</li> <li>Specialized coaching for school hubs running the GND for Schools Campaign.</li> </ul>	<ul style="list-style-type: none"> <li>1 staff person will likely support 2-5 chapters, and be expected to travel to chapter locations, offer apprenticeship, etc. The constituency department will support neighborhood teams.</li> </ul>
<b>HUB TO CHAPTER PROGRAM</b>	<p>Hubs should try to become chapters if they're excited about multiracial, cross class base building and leading a multi-year local organizing campaign. They can go through the hub-to-chapter program once they reach these thresholds:</p> <ul style="list-style-type: none"> <li>A strong core team of 10-12 organizers</li> <li>30+ members that reflect the race &amp; class demographics of the community</li> </ul> <p>Once a hub successfully complete the program, they are officially a chapter</p>	

# What will the DNA Process Tackle?

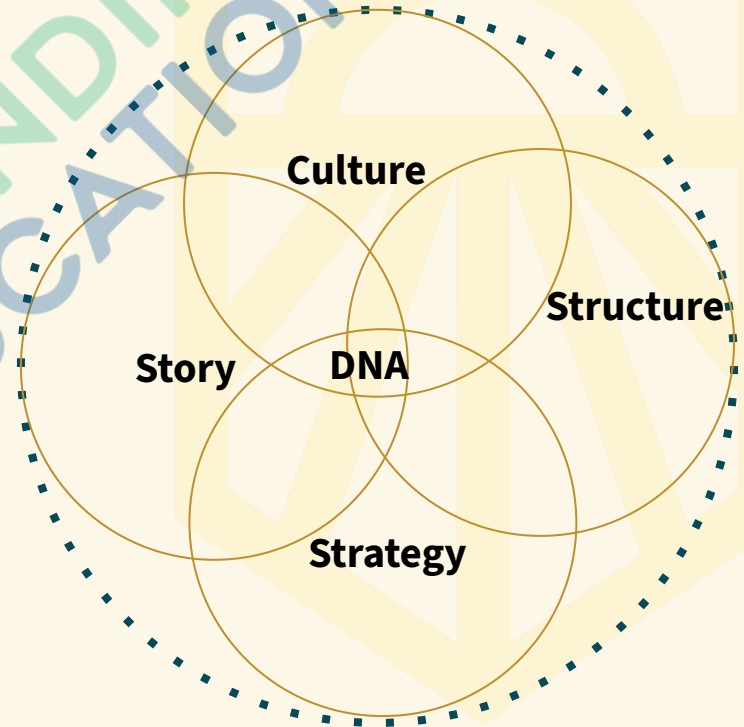
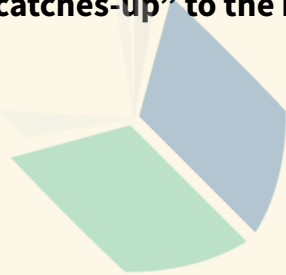


DNA STRAND	COMPONENT
<p><b>Strategy:</b></p> <p>The ultimate aim of our movement, the steps it will take us to get there, and the theory that guides our actions. "Everyone is accountable to achieving the grand strategy."</p>	<ol style="list-style-type: none"> <li>1) Grand Strategy               <ol style="list-style-type: none"> <li>a) Grand Strategic Objective</li> <li>b) Phases</li> <li><del>c) Campaigns <b>Not in DNA</b></del></li> <li><del>d) Tactics <b>Not in DNA</b></del></li> </ol> </li> <li>2) Theory of Change               <ol style="list-style-type: none"> <li>e) People Power</li> <li>f) Political Power</li> <li>c) People's Alignment</li> </ol> </li> </ol>
<p><b>Structure:</b></p> <p>The relationships, processes, and standards that dictate how our movement works together and makes choices across scale.</p>	<ol style="list-style-type: none"> <li>1) Definitions of Membership</li> <li>2) Decision making as a movement</li> </ol>
<p><b>Culture:</b></p> <p>The lived reality of our DNA as stated through our principles, as experienced and cocreated by our membership, as witnessed by the public, and in opposition to parts of the dominant culture that do not serve.</p>	<ol style="list-style-type: none"> <li>1) Principles               <ol style="list-style-type: none"> <li>a) Practices and structures that embody those principles</li> <li>b) How our movement builds a multi-racial working class movement.</li> </ol> </li> </ol>
<p><b>Story:</b></p> <p>Who we know ourselves to be and who we tell the world we are, told in such a way that the world must listen.</p>	<ol style="list-style-type: none"> <li>1) Meta-narrative               <ol style="list-style-type: none"> <li>a) The problem</li> <li>b) The solution</li> </ol> </li> <li>2) Meta-brand</li> </ol>

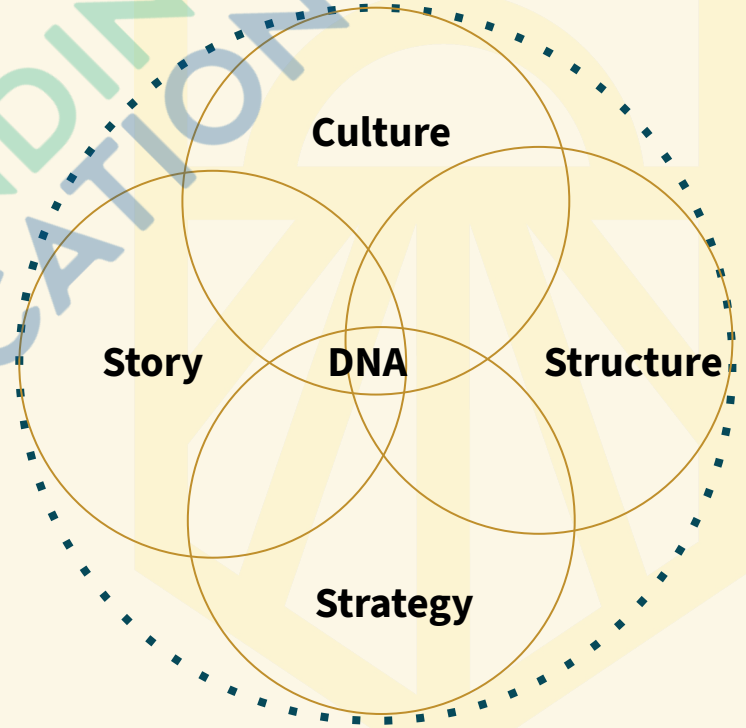
# Goals

The Goals of this process are....

- 1) **Produce a DNA & DNA process that will further unify Sunrise for powerful action together.**
- 2) **Produce DNA that strengthens retention in our movement's organizing.**
- 3) **Produce DNA that gets us closer to our Grand Strategic Objective.**
- 4) **Produce DNA that "catches-up" to the reality of our organizing.**



**Why should YOU care??**



**Strategy:** The Sunrise Movement should ratify it's "Guiding Policy" or "Purple Box" with the following language.

Build up to 100% voter participation, while shifting the political weather to overwhelming revolutionary sentiment, in order to fix our political system at the scale we need to stop the effects of the climate crisis.

Build a mass movement in order to popularize a Green New Deal\*: a digestible vision for how we can make our government work, and win a multi-party democracy in order to tackle the climate crisis and improve people's lives.

Escalating levels of base building, mutual aid, and coalition organizing (2025/6) leading to deeply activated communities (2026/7). These set the stage for a blowout election (2028) and unprecedented anti-authoritarian rejection. We do this to win concessions from the federal government, win Green New Deal\* presidential candidate in 2028, and pass a suite of policies in '29 and '30



# Structure: The following ought to be accepted as definitions of membership.

Every hub shall create levels of membership, with the following definitions and privileges.

## Deepening Engagement and Leadership Capacity



## Deploying Support and Leadership to Scale

2+ intentional growth through membership ranks to earn your "Rays"



**Culture:** The Sunrise Movement will adopt the following Principles.

1. Nothing about us without us.
2. We keep us safe.
3. Motivate the base, isolate the opposition.
4. Momentum builds alignment, vote with your feet.
5. It is our duty to fight for our freedom, it is our duty to win.
6. Mass movement mindset. MRCC.
7. Injustice anywhere is Injustice Everywhere.
8. The master's tools cannot dismantle the master's house.
9. Hand on the Ball
10. Until the Sun Rises
11. Thou shall not bear false witness



**Story:** You agree that the following is our “meta narrative” or the story we tell.

**We are a youth movement building across race and class to fix our democracy and to mitigate the incoming climate crisis as much as possible.**



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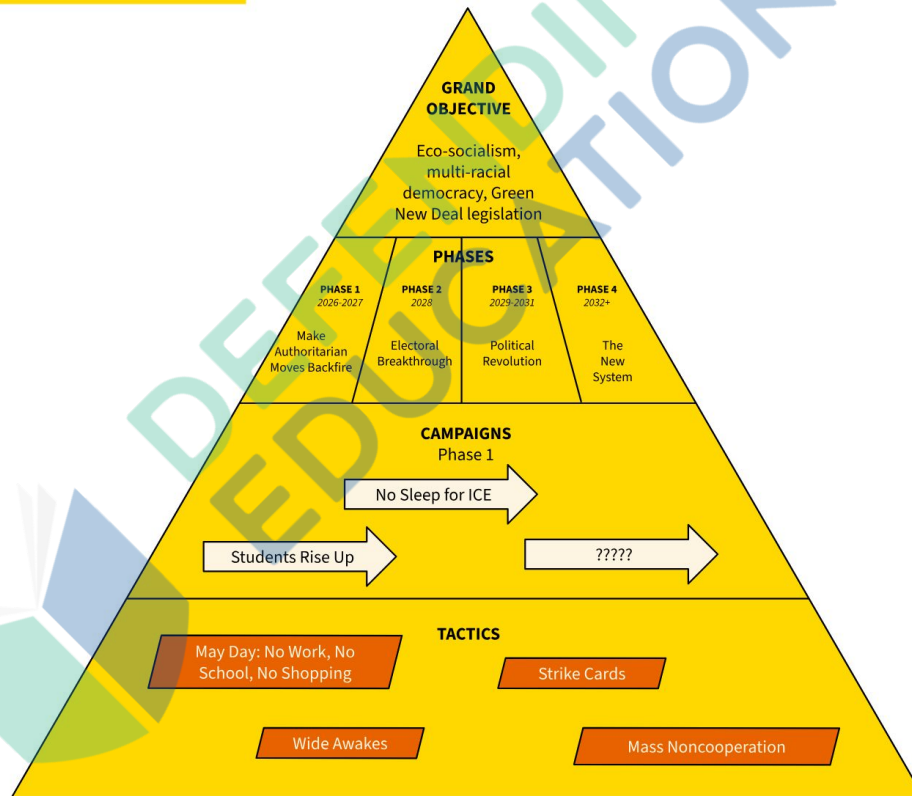
# Insights for the DNA Process

LONG TERM STRATEGY

What would it look like for your organizing to be “accountable” to **Phase 1** of the Grand Strategy?

What questions do you have about our Grand Strategy?

[Check out the Process Guide.](#)





# Q&A Discussion



DEFENDING  
EDUCATION



**Close**



DEFENDING  
EDUCATION

# CLOSE

- End ICE, End Billionaires orientation Calls [smvmt.org/welcome](https://smvmt.org/welcome)
- Talk Shop [smvmt.org/talkshop](https://smvmt.org/talkshop)
- Electoral Team [action.sunrisemovement.org/a/electoral-team](https://action.sunrisemovement.org/a/electoral-team)
- Phonebank for Will:  
<https://www.mobilize.us/sunrise2026/event/922954/Leadership>
- Leadership form [smvmt.org/newhubleader](https://smvmt.org/newhubleader)
- P6 [smvmt.org/p6](https://smvmt.org/p6)
- Generative conflict training [smvmt.org/trainingconflict](https://smvmt.org/trainingconflict)
- Share the strike pledge [smvmt.org/strike](https://smvmt.org/strike) & use [smvmt.org/strikecardtracking](https://smvmt.org/strikecardtracking) to track signatures



# CLOSING

**Submit Feedback:**

<https://smvmt.org/onlineteachinfeedback>



**Become a Sunrise Member:**

[smvmt.org/member](https://smvmt.org/member)

