III. SVREP’s Organizing Methodology

An organizing methodology is the approach a community organization takes to accomplish its mission. As stated above, SVREP’s goal is to:

1. Increase the number of Latino registered voters and the rate of actual electoral participation among these voters, and
2. Develop a base of Latino leaders to empower and further the agenda of the Latino community.

The uniqueness of the SVREP approach consists of working simultaneously in local communities throughout the Southwest in a decentralized manner. Each targeted community in which SVREP elects to work stands on its own—with its own local leadership, organizing structure, goals, and definition of what empowerment means to that local community. For example, one community might decide that participating in the election of a school board representative would give them a voice in local education policy in order to see that their concerns that have been neglected may be addressed. Another community might be interested in having more influence in a statewide policy issue.

The common denominator of these local efforts is a commitment to the principle of unity.

When we talk about unity, we mean the practice of a politics of inclusion rather than exclusion. We mean bringing people together that may seem diverse and even antagonistic but who agree, however, on a common goal. For purposes of our program, that common goal is to increase Latino voter participation. We understand that the Latino community is like any other community in that it is diverse—politically, economically, and even culturally. In other words, it is not