



# A GUIDE TO FINDING YOUR PEOPLE

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## INTRODUCTION

Activism thrives on collective effort, but that doesn't mean we all have to meet in person, have a huge group of friends, or only collaborate with people we already know. Many of us organize remotely, work solo for health or safety reasons, or are balancing activism into already busy lives. At its core, though, activism is about community—finding ways to take action together.

Getting started can feel overwhelming. Maybe you're unsure where to begin or feel like no one around you shares your passion. That's where this guide comes in—to help you bring people together.

*And remember, you don't need a huge group to take action. A group of three is a great start—seriously, some of the most effective actions have been pulled off by just a handful of dedicated people.*

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## STEP 1: FIND YOUR PEOPLE

- **WHO CARES ABOUT THE SAME ISSUES AS YOU?**

Friends, family, co-workers, online friends, neighbors—anyone who cares about the cause.

- **WHO'S ALREADY IN YOUR ORBIT?**

Think about the groups you're already part of, even if they're not focused on abortion. Parenting groups, faith communities, hobby groups, mutual aid collectives, or neighborhood organizations can be great places to find unexpected allies. There are many people who care about abortion access without realizing it yet; sometimes connecting through shared values, like a commitment to community care or individual freedom, can be a powerful entry point.

- **WHO'S ALREADY ORGANIZING ON THIS?**

Are there groups you can connect with? Check out SYA's [Tactical Brief on Conducting a Landscape Analysis](#) to find out!

- **WHO HAS SKILLS OR RESOURCES THAT COULD BE HELPFUL?**

Do you know someone with access to a safe meeting space? A skilled communicator? A designer who can make flyers?

## HOT TIPS

- **NOT SURE WHERE TO START?** Post in online communities, Discord servers, Signal chats, or mutual aid groups—you're likely not alone in this.
- **GO OFFLINE TOO!** Put up posters at local cafes, grocery stores, libraries, community health centers, or your apartment common area. The flyers might just say a little about what you're interested in doing and have a contact email (consider setting up a new email just for organizing).
- **PRIORITIZE SAFETY.** Anti-abortion people can be dangerous, and especially in this political environment, it's a good idea to be cautious and discerning when connecting with new collaborators. Avoid posting your personal email or phone number publicly and meet in safe, public locations while you get to know people.

## STEP 2: PLAN YOUR FIRST HANGOUT (OR GROUP CHAT!)

- **SET A GOAL:**

What do you want to accomplish in this first gathering? Will you brainstorm ideas, take action, or simply learn together?

- **MAKE IT LOW-STRESS:**

No pressure! A casual meetup, open conversation, or just getting to know each other is a great place to start.

- **PICK A FORMAT:**

In-person, Zoom, group chat, voice call—whatever works for your group.

## HOT TIPS

- **Even if only two or three people show up, that's a solid start.** Small groups of committed people can do amazing things. It's not about a big turnout, it's about connecting with like-minded people, building trust, and taking action together.
- **Be mindful of accessibility.** Does your meeting space work for everyone? Some people may need a hybrid option, a quieter setting, or step-free access. Consider needs like transportation, childcare, or time constraints.
- **Check in with your group.** Ask what setup makes people feel most comfortable and included.

## STEP 3: BUILD TRUST & KEEP IT FUN

- **WHY ARE YOU HERE?**

Start with a shared purpose. What's bringing people together?

- **CREATE A SAFE & INCLUSIVE SPACE:**

Be mindful of accessibility, privacy, and respecting different experiences.

- **SET EXPECTATIONS:**

Establish group norms to keep things running smoothly. How will you make decisions, communicate, and handle disagreements?

## HOT TIPS

- **GROUPS THAT HAVE FUN STICK TOGETHER!** Activism doesn't have to be all work. People are more likely to keep showing up when they enjoy the process.
- **NOT EVERYTHING HAS TO BE A MEETING!** Watch a documentary, make posters, cook a meal together, or just hang out and vent—it all helps build solidarity.

## STEP 4: IDENTIFY STRENGTHS & RESOURCES

- **WHO BRINGS WHAT TO THE TABLE?**

Who can contribute time, skills, or materials (graphic design, social media, organizing experience, connections)? Even small contributions add up.

- **WHAT DO YOU ALREADY HAVE ACCESS TO?**

A meeting space, printing, transportation, social media platform?

- **WHAT EXISTING NETWORKS CAN WE TAP INTO AND WHAT GAPS DO YOU NEED TO FILL?**

Are there existing groups or allies who can offer support? Check out [SYA's Landscape Analysis Toolkit](#) to map out your regional resources.

- Complete the [What Kind of Activist Toolkit](#) as a group to see how your interests and abilities complement one another.

## STEP 5: TAKE YOUR FIRST ACTION!

Before jumping in, review the *Tactical Brief on Developing an Action Strategy* to make sure your action aligns with your goals and resources. Starting small and intentional will set you up for long-term success.

- **PICK A FIRST ACTION THAT FEELS DOABLE & IMPACTFUL:**

This could be launching a social media page, making flyers, attending a city council meeting, or organizing a teach-in.

- **ASSIGN ROLES:**

Who's handling what? Keep it manageable so no one feels overwhelmed.

- **STAY CONNECTED:**

Use group chats, email updates, or regular check-ins to maintain momentum.

- **PLAN WHAT'S NEXT:**

What will your next step be? Setting a follow-up action keeps the group engaged and moving forward.

## HOT TIPS

- **Your first action doesn't need to be perfect**—getting started is what matters. Small, consistent actions build momentum, and you can always adjust and improve along the way.

KEY WORDS

**Accessibility:** Ensuring that events, meetings, and resources are inclusive and usable by people with diverse needs, including mobility, hearing, vision, neurodiversity, and language access.

**Activism:** The practice of taking action to bring about social, political, or environmental change. Activism can take many forms, including direct action, education, advocacy, mutual aid, and community organizing.

**Community Organizing:** The process of bringing people together to collectively address issues affecting their lives and communities, often through grassroots efforts.

**Landscape Analysis:** A research process that maps out who is working on an issue, what resources exist, and where there are gaps in organizing efforts.

**Tactical Brief:** A short guide outlining a specific strategy or action plan to help organizers take effective action.

WHAT SKILLS OR RESOURCES DO YOU HAVE THAT COULD HELP?

Maybe you know how to make a flyer, have a space where a few people could meet, or just have time to start a group chat.

WHO IN YOUR LIFE MIGHT ALREADY BE A POTENTIAL COLLABORATOR?

List a few people you know who might be interested in meeting up to talk about taking action together.

WHAT DO YOU WANT TO GET OUT OF YOUR FIRST MEETING?

What are the key things you want to discuss or learn? What would make this meeting feel successful?