

STOP WAITING TO BE REPRESENTED. START ORGANIZING.

I DON'T WANT PEOPLE ORGANIZING:
AROUND ME.
AROUND A POLITICAL PARTY.

I WANT PEOPLE ORGANIZING
AROUND EACH OTHER.

BECAUSE WHEN ORDINARY
PEOPLE RECOGNIZE THE POWER
THEY'VE ALWAYS HAD...

EVERYTHING CHANGES.

BECAUSE I DON'T THINK
POLITICAL PARTIES ARE
WHERE OUR POWER BEGINS.

WHY I'M RUNNING UNAFFILIATED

JESSICA SALAS
FOR CONGRESS

THIS IS WHY
I'M RUNNING UNAFFILIATED.

I DON'T BELIEVE POLITICAL PARTIES
CREATE MOVEMENTS.

I BELIEVE MOVEMENTS
CHANGE POLITICAL PARTIES.



BUT I THINK WE'VE CONFUSED THE TOOL
WITH THE SOURCE OF POWER.

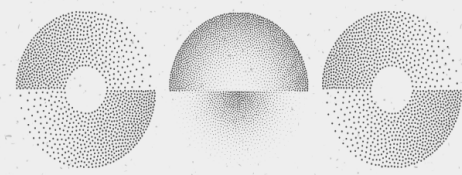
WE'VE
FORGOTTEN
WHERE
POWER
COMES
FROM.
FOR GENERATIONS, WE'VE BEEN TAUGHT
THAT IF WE WANT CHANGE WE NEED TO:
JOIN A POLITICAL PARTY.
SUPPORT AN ORGANIZATION.
DONATE TO A NONPROFIT.
ELECT BETTER POLITICIANS.
THOSE THINGS CAN MATTER.

IMAGINE IF EVERY WORKPLACE HAD
PEOPLE
ORGANIZING TOGETHER.

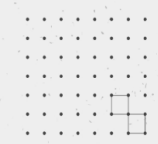
IMAGINE IF EVERY
APARTMENT BUILDING KNEW
ONE ANOTHER.

IMAGINE IF EVERY
NEIGHBORHOOD HAD PEOPLE
CHECKING IN ON EACH OTHER.

IMAGINE IF COMMUNITIES
SOLVED PROBLEMS BEFORE
WAITING FOR GOVERNMENT.



THAT'S WHAT
REAL POWER
LOOKS LIKE.



EVERY MAJOR MOVEMENT IN AMERICAN HISTORY
STARTED BEFORE POLITICIANS CAUGHT UP.
WORKERS ORGANIZED.
BLACK COMMUNITIES ORGANIZED.
WOMEN ORGANIZED.
IMMIGRANT COMMUNITIES ORGANIZED.
NEIGHBORS ORGANIZED.
PEOPLE DIDN'T WAIT FOR PERMISSION.
THEY BUILT RELATIONSHIPS.
THEY BUILT TRUST.
THEY ORGANIZED WHERE THEY LIVED AND WORKED.
GOVERNMENT EVENTUALLY RESPONDED
BECAUSE ORGANIZED PEOPLE
MADE MAINTAINING THE STATUS QVO
MORE DIFFICULT THAN CHANGING IT.

POLITICAL PARTIES.
NONPROFITS.
ORGANIZATIONS.
CAMPAIGNS.
NONE OF THESE ARE BAD.

THEY'RE TOOLS.
BUT TOOLS SHOULD NEVER REPLACE
THE PEOPLE USING THEM.

WHEN PROTECTING THE ORGANIZATION
BECOMES MORE IMPORTANT
THAN SERVING THE COMMUNITY,
SOMETHING HAS GONE WRONG.

WHEN MAINTAINING MEMBERSHIP
MATTERS MORE THAN BUILDING RELATIONSHIPS,
WE'VE LOST SIGHT OF THE ORIGINAL PURPOSE.