

Sustaining Long Term Community Action Training Session

EAQOS

OUTREACH & ENGAGEMENT

How Do You Do Continued Outreach, Publicity and Community Engagement on Vision Implementation Work?

- Community Group Visits - Quarterly or Annually
- Reach Out to New Groups - Neuropathy group, little league, whoever!
- Regular articles in local paper, work with editors and smaller newsletters
- Rack card & table tent cards
- Information in community newsletter and school district newsletters
- Logo on other groups fliers for aligned outcomes
- Updates and board meeting of local non-profits
- Visit other organizations with updates
- Use local ambassadors to outliers
- Develop website
- Host annual forums in different sectors
- Keep seeking new “mavens” or connectors to different areas of the community
- Enlist cheerleaders
- Quirky fun stuff... fortune cookies - parade float
- Use the logo often
- Send the plan out often just in case it is lost!
- Update all participants on progress of all areas
- Open team meetings with reference to plan and update on implementation progress
- Eblasts, email groups, Facebook and post on other Facebook pages, other social media
- Quarter sheet fliers at grocery store, community locations, etc..., overall info, updates, projects info, come get involved
- Core team has “elevator speech” to encourage potential participants
- Name tags with group identified which leads to conversations
- Visit high school classes and make sure that staff is aware of student opportunities
- Use a volunteer opportunity platform - one is in development
- Survey stakeholders often to see if they know other stakeholders who want to be involved
- One to one conversation - word of mouth - make sure your folks know the message
- Have stock words and phrases you and your volunteers can use, memorize and feel comfortable using

MANAGING GROUPS

How to Manage Groups (Leadership Group, Action Teams, etc)?

What Formal and Informal Structures are Helpful?

- **Concerns Identified Included:** Separation of concerns, roles, getting the right people on board and in the right roles, Empowerment vs. _____, Accountability, Motivation

- **Approaches to These Concerns Included:** Leaders and advisors take cues from the teams “underneath” them; Accountability via carrots vs sticks....but there are no sticks when dealing with volunteers; When people are internally motivated, they will get things done; Match volunteers motivations with the right tasks; Get the right people in the right roles; Don't be afraid to reassign roles or tasks; Removing structure can open the door to better accountability because no one else will pick up the slack

LEADERSHIP & COORDINATION

What Key Leadership and Coordination is Needed?

- Three phases of leadership coordination:
 1. Getting Started - Visioning and Planning Process
 2. Implementation - Key Leadership Needed: Strong Leader, Calling Meetings, Credibility & Standing in the Community
 3. Responding to an Authentic Need, Organization, Support Group

What FTE is Needed and in What Roles?

- FTE Needed: Minimum .5 FTE up to 1.0 FTE, Depending on Scale
- FTE Roles: Convene, Facilitation, Coordination, Admin

How to Ensure Succession Planning?

- Succession Planning:
 - Identify and make a plan, Grooming Successors, Welcome New Members, Don't Pre-Judge Potential Successors
 - Have Realistic Expectations
 - Expect to Need Succession

MANAGING THE DETAILS

How to track and document all the efforts. How to store and find the info and documents needed?

- **There are many ways to track and record efforts. Refer to the Resources Handout for ways to use technology to help your efforts.**
- Take photos at your events! Easy way to take how you set things up, take # of people too! Also give you visuals for social media, promo items, etc...
- Try to minimize paper, don't drown in it, you won't be able to find stuff later, if you don't manage it realistically
- Find a person who likes to keep records and can manage the task, be sure they share how they organize
- Don't openly share passwords to your documents and emails, one disgruntled volunteer or employee can easily destroy your work
- Create templates for sign in sheets, name tags, name/table tents, etc... for events to easy print out for events in a pinch
- Have a go bag/box for meetings and events ready to go with tape (duct & scotch, scissors, pens, clip boards, handouts, business cards, table cloth, banners, handouts, etc...
- Keep a binder for archiving things, only keep necessary items, use the cloud for most items, also back up things!
- Don't have things on personal computers, use the cloud! Encourage volunteers to place working and final drafts in specific shared folders
- Create a easy and do-able system that works for your members, and change it up if you need to!

FUNDING

How to fund long-term community change efforts? How much does it cost?

- Cost is determined by the scope of the project. Possible funding partners include: Native American Tribes, local governments, state agencies, USDA, National Endowment for the Arts, local donors, community groups, businesses, co-ops, telephone company, Pacific Power, in kind donations, US Forest Services, local high school career development classes, Utility round-up bill (citizens donate money for projects, they round up the amount), OSU Extension project, Local community colleges and universities, Community service workers, AmeriCorps, Artist in residency programs; Local churches, etc... Be creative!

IMPACT & EVALUATION

How to Tell Your Story, Show Impact, and Do Evaluation on Vision Implementation Work?

- Establish baseline evaluations
- Establish basic outreach tools
- Blogs, websites
- Living flexible document, updated, accept changes, celebrate accomplishments
- Annual Celebrations
- Newspaper communications
- Building blocks - baseline builds- stay aware, recognize impact
- Baseline - keep telling story
- Use statistics within community and leverage for other organizations
- Positive inquiry - collect “positives,” identify negatives
- Identify ways to celebrate positives, change/overcome negatives
- Tell consistently new positive stories
- Prioritize story gathering on impact
- Acknowledge shortfalls, failures, negatives. Can a positive be shown or taken from them. Is there a lesson to learn?
- Use failure, etc. as a learning tool, building block to change - phoenix story
- *Accept not everyone will agree*
- **Record everything**
- Intentional evaluation
- Capture details of data collection
- Stories generate meaning, data provides scale

DISTINGUISHING CITY-LED VS CITIZEN-LED EFFORTS?

How Are They Different, The Same? What Are the Strengths and Drawbacks of Each?

- People are suspicious of “government”
- City-led has resources, support staff, financial backing, capacity, infrastructure
- City-led has limited geography, not inclusive; there are barriers
- Resident led has no “govt. baggage” - more freedom to operate
- Resident led will need to have an organization to accept grants
- Non-profit led is not the same as resident or city-led