

BCFF Training
Sustaining Your Social Change Organizing Initiatives
October 27, 2010

FACILITATOR'S AGENDA

Goals:

- Learn and share strategies to build and sustain your coalition's or organization's strength and impact
- Explore techniques to recruit and support new and emerging leaders in your coalition or organization

Welcome

1) Introductions- (10 min) Ask each person to say: Name, organization, Give one example of something that has inspired you recently in your work?

2) Review Agenda and Goals of Workshop (5 min)

How long have people been with organizations? What do people want to get out of this workshop? (Write additional goals on big paper and try to address them during session).

3) Increasing Impact of your social change initiative: (10 min)

Full group: Have participants give examples of the positive impact your organization is having in the food and fitness movement. List examples.

Give examples of obstacles or issues that prevent your group from having a bigger impact? What makes your job harder? Make a list.

a) Internal sustainability (discuss internal issues on the list)

Discussion: 1-1s (15 min)

In the face of these obstacles, what do you do to avoid burnout and stay inspired? What could your organization do to help maintain your inspiration and help you grow?

Report back- one thing you do and one thing your organization can do.

Discussion- strategies for promoting sustainable organizations **(15 min)**

Themes

- Avoiding burnout
- Staying whole-more people vying for positions- how do you share opportunities
- Strength-focused- not one person who gets everything- helping leaders grow and expand
- Win-win not zero-sum game- creating more opportunities
- Building effective organizations w more capacity instead of one person being identified
- Skills mapping- collaborative- members have skills that aren't in their job titles
- Sense of succession planning- developing cadre of leaders

b) External Sustainability

Supporting New Leaders and Maintaining Participation (15 min)

1:1 exercise- “How did you get involved?” Think about a group you have been involved with, how you got involved and why you stayed involved. Then think about a group you got involved with and then left. Why did you stay involved and why did you leave?

Report Back- e/ pair list one positive characteristic, then e/ pair list one negative characteristic

Full group: (10 min)

What are ways in which your organization values and supports community leadership?

What are the points of entry/doors for leaders in your organization?

Brief presentation- Keys to developing community leaders (10 min)

Keys to developing community leaders

- Ask people to get involved
- Ask them again when they say No- Persistence is Key
- Follow through on requests- Consistency = Credibility
- Ask leaders what support they need
- Respect culture
- Create multiple “doors” for participation in your organization- not just coming to meetings
- Provide opportunities for Action- Leaders need something to do
- Recognize accomplishments
- Keep track of your leaders
- Let Go- give leaders chance to lead and make decisions
- Listen

Keys to community engagement

- Identify your target community
- Create a written community outreach plan with goals and timelines
- Ask yourself: Who needs to be involved for our effort to succeed?
- Map out community assets and gaps
- Identify obstacles to community involvement
- Build capacity of community leaders
- Listen to the community- focus on consensus and buy-in
- Do something- engage community residents through action
- Don't make firm campaign plans until key individuals and groups are at the table

Next Steps: (15 min)

Action Plan

1:1: What is one step your organization could take to increase support for community leaders? **Report Back**

Evaluation- (5 min) Each person say one thing they learned and how they might apply that in their work.

Materials for BCFF Workshop #2
“Sustaining Your Social Change Organizing Initiatives”

- *Community Organizing Resource Guide* (prepared by Harry Smith)
- *The 5 “R’s” of Leadership Development*
- *Asset Mapping Guide*, UCLA Center for Health Policy Research
- *How to Find and Develop Leaders*, Western Organization of Resource Councils
- The Change Agency
 - *Burnout Rating Scale*
 - *Rating Scale: How Well Does Your Group Empower its Members?*
- Article: *Pacing Yourself for the Journey: How to Avoid Burnout and Thrive while Working to Change the World*. Chapter 15 of GRASSROOTS AND NONPROFIT LEADERSHIP (1995) Berit Lakey, et al, New Society Publishers.