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Nicole Chaland
Program Director | SFU Certificate for Community
Economic Development

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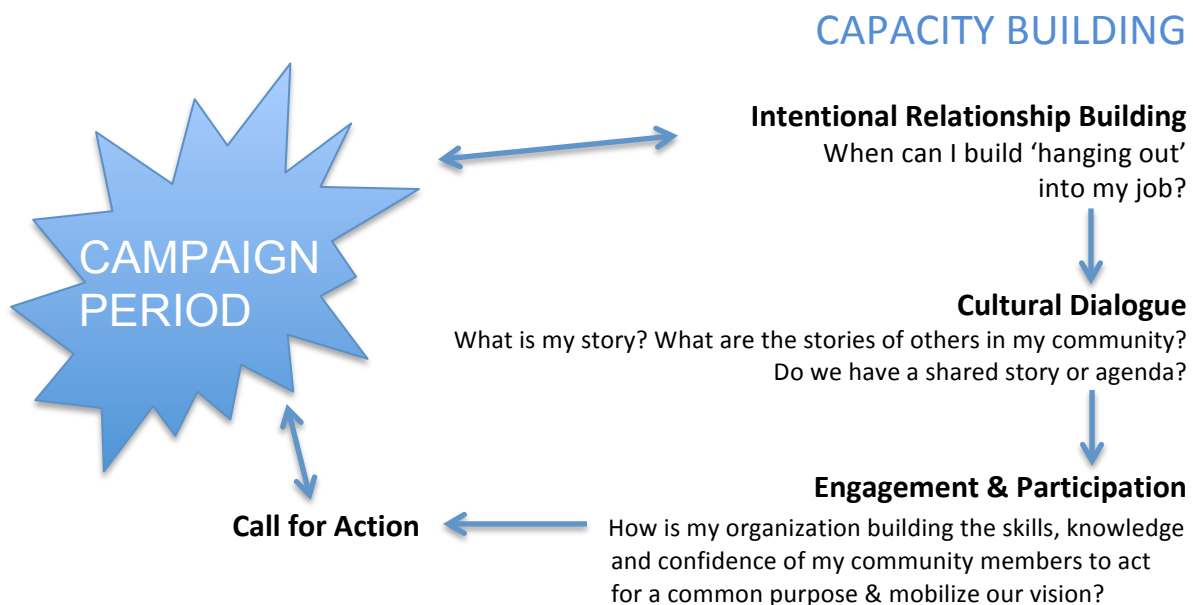
SOCIAL CHANGE & MOBILISATION CYCLE

We hear time and time again “How do I get people in my community to care, how do I get them to vote, how do I get people to write letters, donate and join my campaign?” The good news is that there is a straightforward answer to this question. We teach *proven* methods for engaging your community or ‘getting people to care.’ The not so good news is that you need to invest organizational resources to achieve this goal: you need to hire not just episodic campaign workers, but also year-round capacity building workers.

“Apathy isn’t real. People have not had a lot of opportunity to raise their consciousness. Or they may have only experienced structural poverty.” Melanie Sondergaard, Youth Mobiliser, Storytellers Foundation

There are two distinct elements to the cycle. Intentionally working on capacity building year round guarantees greater success towards your campaign goals.

1. Capacity building (bring intent to the work = year round)
2. Campaign (high intensity time = episodic)



INTENTIONAL RELATIONSHIP BUILDING

TAKE FIFTEEN MINUTES AND JUST WRITE. YOU DON'T NEED TO ANSWER ALL THE QUESTIONS. THESE ARE JUST OFFERED TO GET SOME JUICES FLOWING.

Write freely

WHAT IS YOUR BACKSTORY?

WHAT PRINCIPLES MATTER TO ME MOST?

DESCRIBE A SIGNIFICANT MOMENT IN YOUR LIFE WHERE YOUR PRINCIPLES WERE TESTED.

DESCRIBE A SIGNIFICANT MOMENT IN YOUR LIFE WHERE ONE PRINCIPLE WAS FORMED.

WHAT ARE YOUR HOPES AND DREAMS?

WHAT DO YOU WISH FOR YOUR COMMUNITY IN TWENTY YEARS?

WHAT DID MY FAMILY TEACH ME THAT I REALLY VALUE?

WHAT DID MY FRIENDS TEACH ME THAT I REALLY VALUE?

WHAT IS YOUR AGENDA?

WHAT CHANGE DO YOU WANT TO SEE IN YOUR COMMUNITY RIGHT NOW, NEXT YEAR OR IN FIVE YEARS?

WHO ARE YOUR PEOPLE? WHO SHOULD YOU BE HANGING OUT WITH? (BE SPECIFIC)

WHO ELSE PROBABLY WANTS THIS CHANGE?

WHO ELSE DOES THIS AFFECT?

WHO IS AN INFLUENCER OF A NETWORK THAT MIGHT BE SYMPATHETIC?

Write freely

HOW CAN I BUILD 'HANGING OUT' INTO MY DAY-TO-DAY LIFE/WORK?

WHAT IS THE SHARED AGENDA OF MY COMMUNITY?

COMPLETE THIS AFTER YOU HAVE HUNG OUT WITH PEOPLE & INTENTIONALLY BUILT RELATIONSHIP. THINK ABOUT WHAT PEOPLE TOLD YOU THAT THEY CARE ABOUT THE MOST.

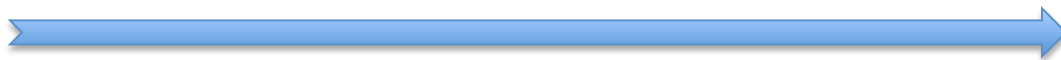
CULTURAL DIALOGUE

THE GOAL OF CULTURAL DIALOGUE IS TO BUILDS SOCIAL CAPITAL

SOCIAL CAPITAL is a way of looking at the trusting relationships we have in our personal lives and in our community life. SOCIAL CAPITAL is intricately connected to how we engage in community life. The higher the engagement level reflects a higher level of social capital.

ASK PEOPLE TO IDENTIFY WITH WHAT WORDS (BELOW) RESONATES WITH THEM THE MOST BEFORE, DURING AND AFTER YOUR CAPACITY BUILDING AS A WAY TO MEASURE THE SOCIAL CAPITAL IN YOUR COMMUNITY.

1	2	3	4	5
DISCONNECTION	AWARENESS	CONNECTION	ENGAGEMENT	ORGANIZER
"I'm disconnected"	"I see beyond myself"	"I influence"	"I effect change"	"I'm part of the glue"



CULTURAL DIALOGUE: METHODS

WHEN AND HOW CAN I CONVENE TO BUILD A STORY OF WE?

CONSIDERING THE SPECTRUM ABOVE, WHAT IS OUR SOCIAL CAPITAL NOW?

Write freely

CIRCLE WHAT KINDS OF ACTIVITIES ARE APPROPRIATE TO TAKE OUR SOCIAL CAPITAL TO THE NEXT LEVEL?

1. Name Game Tell me your name, all your names and anything you know about your name such as who named you or what your name means or others in your family who share your name.

2. Story telling Tell your **story** & name your **agenda**; find out others stories and agendas. Pull themes or threads to discover a shared agenda.

3. Appreciative Inquiry What do you want to see in this community in 30 years?

4. Deep Interviewing

- ✓ Tell me about yourself
- ✓ What is really important to you?
- ✓ What are some of your principles and values?
- ✓ Describe a moment when that principle was formed?

5. Study Circle Find a piece of excellent practitioner or academic research and convene a study circle. *Pro-tip! Find a piece of research that addresses the shared agenda.*

Convene 5 – 7 people to discuss these community-building questions:

1. What does the research say?
2. Do you agree or disagree?
3. Why or why not? What do we believe?
4. Now that we have this knowledge, what will we do? How does this relate to our own community (or shared interest)?

ENGAGEMENT & PARTICIPATION

QUALITIES OF AN ORGANIZER

CIRCLE THE QUALITIES OF AN ORGANIZER THAT YOU HAVE IN SPADES.
OF THE REMAINING QUALITIES WHICH ONES DO YOU FEEL MOST MOTIVATED TO DEVELOP?

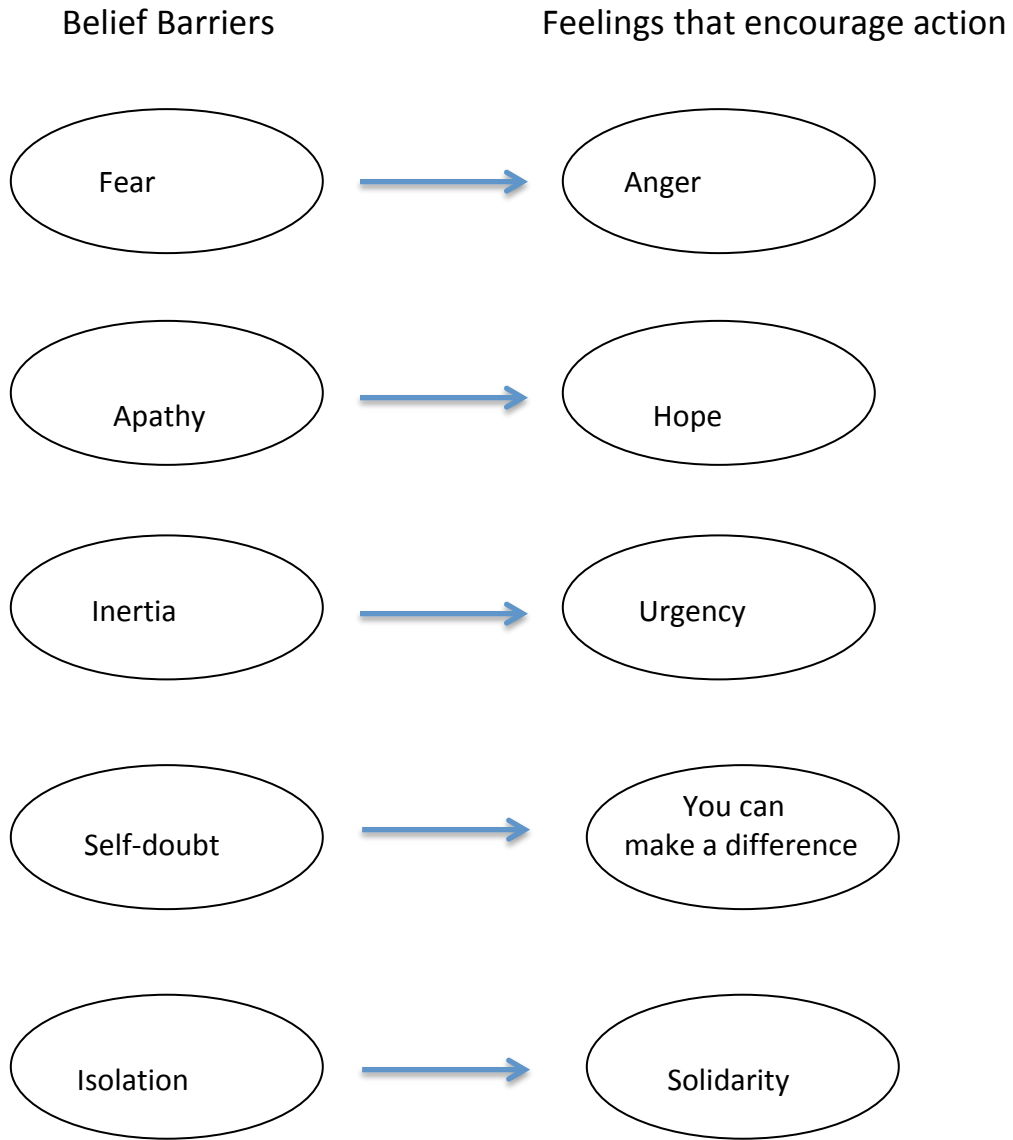
Saul Alinsky (1909-1972) claimed the function of an organizer is to raise questions that agitate, that break through the accepted pattern:

1. **Curiosity:** Filled with a curiosity that has no limits
2. **Imagination:** That starts them and sustains them
3. **Sense of humour:** Keeps you sane and maintain perspective
4. **Blurry vision of a better world:** Thinking you are not alone in making change
5. **Knows how to question:** Not to always expect answers but to ask even more questions
6. **Organized personality:** Can be comfortable being unsettled and can learn in disorganized situations
7. **Confidence:** Enough ego to take action
8. **Free + open mind:** Creating the new out of the old

Aboriginal organizers in Canada have taught me [Anne Docherty] a few more traits for an effective Organizer:

9. **Humility:** Gives service by building leadership in others
10. **Sense of hope:** Is able to lay out concrete steps to keep hope alive
11. **Kindness:** Shows compassion toward others and self
12. **Creativity:** Listens and acts on dreaming
13. **Likes people:** Has a genuine regard for others and all life forms
14. **Knows how to sustain self:** Resists being overwhelmed through courage, love of life, rest and fun

Enabling and Distracting Emotions



from Marshall Ganz- 'What is Organizing?' Online course at Harvard Extension School

WHAT ACTIVITIES CAN I ORGANIZE (THAT PEOPLE WILL SHOW UP TO)
THAT WILL BUILD THE SKILLS, CONFIDENCE AND KNOWLEDGE OF
MY COMMUNITY MEMBERS TO ACT ON OUR SHARED AGENDA?

Write freely

HOW CAN I...

- ✓ GIVE SERVICE TO PEOPLE BY SUPPORTING THEIR LEADERSHIP?
- ✓ HELP PEOPLE IDENTIFY ACTIONS?
- ✓ GIVE PEOPLE RESPONSIBILITY TO DO THINGS?
- ✓ SUPPORT THEIR ACTIONS?

USE REFLECTION-ON-ACTION TO BUILD PEOPLE'S LEADERSHIP AND CREATE THEORY FROM ACTION

Describe

DESCRIBE THE MOST SIGNIFICANT MOMENT IN THIS WORKSHOP

Process

HOW DID IT MAKE YOU FEEL?

Think

WHAT ARE SOME EMERGING IDEAS OR NEW THOUGHTS ARISING FROM THIS?