

# "How to" Organizing Toolbox

Grow your community organizing skills and add best practices to your toolbox.

## KEY STEPS & QUESTIONS

### 1. VISION: What are you organizing people around?

- a. Issue (i.e. community safety)
- b. Place (i.e. block club)
- c. Interest (i.e. baking)

*What is something you care enough about that you would take action on it?*

### 2. PEOPLE: Who is your target audience?

- a. Demographic (i.e. high school graduates)
- b. Geography (i.e. your neighborhood)
- c. Interest (i.e. basketball players)

*Who is most proximate to the issue / committed to the place / interested in the topic?*

### 3. GOALS: What are you trying to achieve?

- a. Short-term (i.e. hosting a meeting next week)
- b. Intermediate (i.e. growing connections between neighbors)
- c. Long-term (i.e. building a new community center)

*What are things that can be done by you, with others, and by others?*

### 4. COMMS: What communication methods should you use?

- a. Word of Mouth
- b. Flyers
- c. Email List
- d. Phone Calls
- e. SMS / group text
- f. Social Media / Ads
- g. Nextdoor
- h. Connectors ("people with an eye for the gifts, interests, capacities, of others")
- i. Useful Outsiders ("relationships of mutual intent" beyond your place / interest)

*How can you best connect and communicate with the people you are organizing?*

### 5. ACTIONS: What actions are you calling people to take?

- a. Meetings (Agendas, Minutes)
- b. Direct Actions
- c. Events
- d. Celebration
- e. Story Telling

*What are the specific action items and next steps from each meeting or event?*

## 6. SUSTAINABILITY: At what frequency and rhythm can the action continue?

- a. Rhythms (i.e. monthly meeting; weekly call; quarterly event)
- b. Frequency (you must find a sustainable pace and allow for others who have similar or different capacities to contribute)

*How can you move forward together without burnout or leaving people behind?*

## 7. RESULTS: What has changed and how do you measure it?

- a. Metrics (i.e. how many people involved; how many people served)
- b. Perceptions (i.e. how do people feel about the work)
- c. Stories (i.e. what do people say about that work)

*What would you consider a success and how will you track your progress?*

## RECOMMENDED RESOURCES

### LINKS

- Building Blocks of Peace, Resources page: [buildingblocksofpeace.com/resources](http://buildingblocksofpeace.com/resources)
- Great Lakes Urban, Good Neighbor Resources: [greatlakesurban.org/good-neighbor-resources](http://greatlakesurban.org/good-neighbor-resources)
- The Art of Neighboring: [artofneighboring.com](http://artofneighboring.com)
- Community Tool Box, University of Kansas: [ctb.ku.edu](http://ctb.ku.edu)
- Abundant Community: [abundantcommunity.com](http://abundantcommunity.com)
- ABCD Institute, DePaul University: [resources.depaul.edu/abcd-institute/resources/Pages/tool-kit.aspx](http://resources.depaul.edu/abcd-institute/resources/Pages/tool-kit.aspx)

### BOOKS

- The Connected Community, by John McKnight and Cormac Russell
- The Abundant Community, by John McKnight and Peter Block
- The Art of Neighboring, by Jay Pathak and Dave Runyon
- Neighborhood Mapping by Dr. John Fuder

## COMMENTS & QUESTIONS

### NEXT STEPS

What tools / skills do you want to develop?

What initiatives do you want to organize?

### NEXT SESSION (APRIL)

Put these tools into practice! Return for part 2 in April, and we will brainstorm and strategize together for organizing initiatives that you are a part of.