**Neighborhood Rescue 101 Questions**

1. Explain the economic implications of a community turnaround (p.24).

The transformation of low-income communities will benefit the economic development in multiple ways. For example, the reduction of crime could increase the property price as well as taxes, and the increase in labor forces would reduce unemployment rate and welfare costs.

1. What is the difference between organic and non-organic? Give an example (p.30).

Non-organic stage means success achieved due to external forces being applied while organic changes is more like a voluntarily process. It is like the external motivation and internal motivation. For example, doing something in order to get praised is non-organic while doing something in someone’s own determination is organic.

1. Review the section on fundraising. Notice that street signs are mentioned as a way to generate investments from companies. Brainstorm a couple of things you would offer businesses to get them excited about investing into Neighborhood Rescue of America (p.82).

Find sponsorships and get the donors engaged in the work that is tangible so that they could see how their donation has been utilized.

Event fundraiser could also be helpful, set a page connect to a relevant event, such that the attendees who go the event could make a donation on the page, and design some gifts to the person who raise their most money during that event.

1. Review the 8 key rules for maximum collaboration (p.48) and the 20 key rules for a turnaround (p.49). While they are all vital, choose 1 rule from each list and explain, in your own words, what makes it important to a successful turnaround.

For the 8 key rules: I think it is crucial that every member do their best to make a valuable contribution. I believe the whole community working as one team would courage each individual to contribute to the great goods, which would definitely minimize the efforts and time needed to achieve the same goal.

As for the 20 key rules, I would go with the fifth one which is “Avoid bureaucracy”, the operation of turnaround should be fast and swiftly, there’s no reason to involve any party that would complicate the process. The soon the turnaround, the earlier the community benefit from it.

1. Review each step of our 10-step method (beginning p.97). Be sure you understand each step as this is the backbone to a community turnaround. For each step, think of something you would add. For example, for step 6 “building trust with residents”, can you think of any additional ways to achieve this goal? Follow the format below to record your answers.

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| **Step** | **What you would add** |
| Step 1: Identify “Facilitator” | Great, nothing to add |
| Step 2: Choose target location | Could set several indicators calculated from statistics including population graduation rates, crime statistics, and substance abuse to identify the target neighborhoods. In addition, when choosing target locations, we need also consider how many resources we would get for that place. |
| Step 3: Recruit Rescue Team | Nothing to add |
| Step 4: Assess target location | identify key factors that influence the high crime rate or low chance of succeeding, estimate the level of difficulty in solve those problems |
| Step 5: Masterplan | Explain how to make the master plan, what kind of role should each team member paly during the process of making the plan. |
| Step 6: Build trust with residents | Great, one small thing to add: deliver thanksgiving cards or holidays cards to each household of the community. |
| Step 7: Measures for instant results | Nothing to add |
| Step 8: Implement key programs | Nothing to add |
| Step 9: Re-evaluate degree of success | Build visualization to compare the before and after KPI of the community, share them to the community, the fundraiser as well as the public through social media. |
| Step 10: Long term plan in place | Nothing to add |