

Why community organise?

- Collective action will lead to better neighbourhoods
- An opportunity to explore the leader within you
- To make our corporators more responsible towards us
- To make the future generations proud of us

Model for community organising

Celebrate

Feedback

Execute

Plan

Analyse

Identify



Simple steps
to community
organise

Identify

If you already know the problem you would like to tackle in your community and you feel strongly about it, you can move to the next step of trying to understand the problem.

If you want to create change but are not sure what to focus on, write down a few areas that you would be interested in and that would bring some positive change within your community.

(bad footpaths, roads, school, hospital, sanitation, women's safety etc)

Talk to your friends and family and get a second opinion on the importance and feasibility of your idea. This will also be an opportunity for you to identify potential team leaders with diverse skills.

Get started: your idea may be excellent or bad. But you'll never find out if you don't try it out!

Analyse

Learn from others:

- Contact individuals, NGOs, religious groups, welfare associations, corporate office, political party offices etc.
- Interview a few people who are most affected by the problem to get a sense of the effects of that problem

Research:

Researching articles, papers and organisations online can be very useful to understand the issue better and to find case studies and innovative methods related to the issue.

After preliminary research and before you start creating a plan of action, keep in mind the following:

- **What is the problem?**
(eg health issues due to unclean area and roadside garbage dumping)
- **What will happen if the problem is solved?**
(eg clean area as a result of regular garbage pick-up service)
- **Who and how many people will it impact?**
(eg Residents(approx 100 families) and passerbys)
- **Who in the local government has the authority to solve the problem?**
(eg Corporator)
- **What will compel the authorities to bring change?**
- **Is the solution?**
 - urgent?
 - Sustainable?
- **What could be the possible roadblocks?**
(eg authorities and people are apathetic, vested interests etc)

Plan

Resources required:

- **List of existing resources and resources required**
(eg members, volunteers, projector, meeting space)
- **Number of people needed**
(eg 50+ including 20 permanent members, 10 volunteers etc)
- **List of individuals and organisations that may help**
(eg Free a billion, Teach for India)
- **Ways to recruit volunteers/members**
(eg talks in colleges, meeting XYZ local club)
- **Budget**
(INR 200 for meeting snacks, stationery etc)
- **Source for the budget**
(eg donation by members)
- **Timeline**

Timeline

XYZ

XYZ

XYZ

DD.MM.YY

DD.MM.YY

DD.MM.YY

DD.MM.YY

DD.MM.YY

Short term goal

XYZ

XYZ

Planning process:

1. **Meet people individually**
2. **Arrange for a group meeting**
(community hall, park, mall, home)
3. **Invite people who show interest in your project**
(friends, colleagues, neighbours, college students, social workers etc)
4. **Define your objective clearly as per your understanding**
5. **Think of ideas that will have maximum impact in a short amount of time**
6. **Think of creative ways to solve your community problem**
7. **Write down the plan of action that everyone agrees upon. Create a timeline**
8. **Divide roles and responsibilities. Take attendance and contact details**
9. **Decide the next meeting date alongwith commitments**

Identifying people

- Make a list of people who could be your supporters, collaborators and well wishers
- Start with people who are already doing something about the issue that you have chosen
- Find localites who will be impacted directly or indirectly through this project.
Convince them by helping them imagine the bigger picture
- Colleges, parks are good places to find active volunteers

Developing Leaders

- It is a continuous process. Start with giving specific responsibility like recruitment, communication, team meetings, events to people who are regular in the first few meetings
- Develop the culture of collaboration, set team norms that promote. During the team meetings ask member how they helped others in their work
- Encourage each member to recruit more people and form their individual teams

Having fun!

- Have a few warm ups (team traditions) like sharing a story, joke etc.
- Encourage team members to use their creativity and talents during the campaign.
- Encourage team members to set their personal leadership goals for at least a month
- Keep some time during the meetings where people can reflect on how they would make the campaign more fun and setup/ revise their personal goals.

Execute

Manage Meetings:

1. Start with a short intro of everyone.
2. Plan a short ice breaker/ warm up session
3. During the team meetings, attendees should have specific roles.
4. The discussions can begin with everyone sharing their ideas, reflections and learnings.
5. Make sure that the conversations stay focussed on the topic at hand.
6. The meeting will be successful if the group is able to include learnings and ideas into the project plan and if the group is on track with the progress based on the timeline created.
7. All decisions should be based on group consensus.
8. Decide on the schedule for the next meeting. If possible, circulate the minutes of the meeting alongwith the names of attendees and next meeting details.

Feedback

You can regularly evaluate your project or do a detailed evaluation in the end simply by answering these three questions:

- What did we succeed at?
- What were our shortcomings?
- What can we learn from our successes and failures?
- How can we continue the work for long term?
- What is the next thing we can do?

Celebrate

- Create a whatsapp group, facebook group, google group where people can actively share their experience and learnings. Share all small and big successes with the group
- Encourage members to document their stories through writings or videos. Try to promote the same through social media
- Contact the city newspapers and inform them about your project. Keep them informed about the activities, events and success stories
- Celebrate small and big successes with all stakeholders (individual members, local government officials, NGOs etc)

ACTION BRINGS CHANGE



We are the ones we
have been waiting for

- Alice Walker