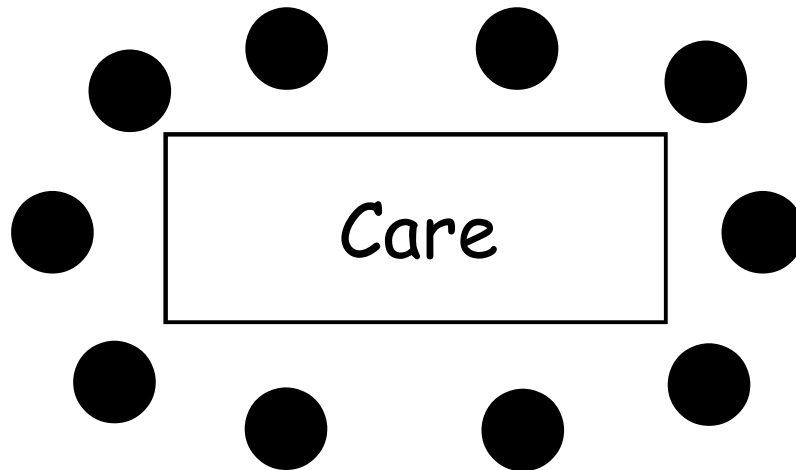




ABCD COMMUNITY ORGANIZING





ABCD COMMUNITY ORGANIZING

KEY ELEMENTS-

- 1) Owned and controlled by neighborhood people
- 2) Local people as "productive community members" is main outcome rather than local people "receiving services"
- 3) A community organization that can engage the wider community; an engine for "community member centered" community development
- 4) Leaders are organized who have a following (relationships of trust and influence) to form a leaders group to engage community through their relationships



ABCD COMMUNITY ORGANIZING

GETTING STARTED

- 1) INITIATING GROUP-INSTITUTIONAL SUPPORT
- 2) HIRE ABCD COMMUNITY ORGANIZER
- 3) ONE TO ONE MEETINGS TO BUILD LEADERS GROUP OF WELL CONNECTED PEOPLE
- 4) COMMUNITY MEMBER CENTERED ORGANIZATION WITH STRONG LEADERS ENROLL MORE MEMBERS OF GROUP
- 5) ONE TO ONE MEETINGS TO FIND GOOD ISSUE
- 6) ISSUE LEADERS GROUP FORMS
- 7) INTO ACTION



ABCD COMMUNITY ORGANIZING PROCESS

Characteristics—

Resources--inside and outside the community

Neighborhood based

Residents build power through relationships

Cooperative and Challenging

Residents main producer of outcomes

Broad participation—every member of community
has gifts to offer-not just leaders

All of each person—anger, dreams, and gifts

Inclusive—there is no one we don't need



ABCD INTO ACTION

FIND AND MOBILIZE ASSETS OF THE COMMUNITY:

- RESIDENTS
- ASSOCIATIONS AND CONGREGATIONS
- BUSINESS, NON PROFITS, GOVERNMENT
- LOCAL ECONOMY
- PHYSICAL WORLD

1) WHAT DO WE WANT TO DO?

2) WHAT DO WE HAVE TO DO IT WITH?

- Find assets
- Connect assets

3) HOW DO WE GET THEM TO DO IT?

- Relationships
- Discover self interest "motivation to act"
- Self interest to common interest

4) HOW ARE WE DOING?

- Evaluation
- Celebration



ABCD COMMUNITY ORGANIZING PROCESS

- 1) GETTING STARTED—1:1 VISITS LISTENING
- 2) FORM ORGANIZING GROUP OF LEADERS (community partnership group)
- 3) BUILD MORE RELATIONSHIPS
- 4) DISCOVER ISSUES
- 5) CHOOSE PRIORITY ISSUE TO WORK ON
- 6) RESEARCH
- 7) ACTION (ABCD and SOCIAL CHANGE)
 - *WHAT DO WE HAVE TO DO IT WITH? (mapping)
 - *WHO DO WE KNOW THAT CAN DO IT? (connection)
 - * HOW DO WE GET THEM TO DO IT?
(‘motivation to act’ connected to right opportunity)
- 8) EVALUATION and CELEBRATE OUR WORK TOGETHER
- 9) 1:1 VISITS AND MORE RELATIONSHIP BUILDING
- 10) CONTINUE TO BUILD POWER AND LEADERSHIP



WHAT IS A GOOD ABCD COMMUNITY ORGANIZER?

- * RELATIONSHIP BUILDER
- * GOOD SALES PERSON
- * "NOT" A LEADER — Good at getting other people to do it!
- * TEACHER
- * CRITICAL THINKER
- * SEES POTENTIAL — relentlessly "glass half full"
- * TOUGH MINDED AND DISCIPLINED
- * CAN BE CHALLENGING AND CAN BE SUPPORTING

ABCD Community Organizers organize community member centered organizations to do ABCD!

Organizers "don't do it" but get others "to do it"- Connectors and Mobilizers!

QUESTIONS TO EVALUATE AN ABCD ORGANIZER:

- 1) Is membership and leadership growing as I work?
- 2) Is our action agenda set by members and leaders not by staff?
- 3) Do we include marginalized people in all our activity as contributors?



1:1 LEARNING CONVERSATIONS

CREDENTIAL

WARM UP TALK

MOTIVATION TO ACT

- Gifts/talents to contribute
- Dreams to realize
- Concerns/needs to address

WILL THEY PARTICIPATE?

WHO ELSE DO THEY KNOW?

KEY—

- 1) Is the person motivated enough to act on her/his “self interest”?
- 2) Where do you “plug them in”? Create opportunity
- 3) Distinguish “opinion” vs. “motivation to act”



1:1 MEETING NOTES--Sample

Name:

Date:

Address:

Phone:

Fax, E-mail:

Occupation:

Interviewer:

Who suggested this contact:

1.) Gifts, capacities, skills to contribute?

2.) Issues and concerns to work on?

3.) What about public safety—do you have concerns? and what should we do that you would work on?

4.) Strong relationships with others (individuals, associations, or institutions)

5.) Possible roles in organization (board, issues, other)

6.) Contacts for us to see? (name and phone)



TEACHING—1:1 CONVERSATIONS

- 1) Welcome
- 2) Goal of meeting: learn skills to build new relationships for your organization and for ABCD organizing work.
- 3) Describe purpose of 1:1 conversation: find and mobilize “motivation to act”.
- 4) Listening pairs
- 5) Discuss what is good listening
- 6) Demonstrate 1:1 conversation
- 7) Practice 1:1 conversations in pairs
- 8) Discuss conversations
- 9) Make list of 1:1 conversations for each person to do (who, what, by when)

* Meet again in 2-3 weeks to discuss completed 1:1 conversations: What did you hear about possible new leaders and members, about issues, and further prospects.



DECISIONS ALONG THE ROAD— FORMING A COMMUNITY MEMBER CENTERED ORGANIZATION

1) Who are we?

- * Whoever comes to a meeting
- * Individuals
- * Associations
- * Individuals and associations
- * Individuals, associations, institutions

2) Who are the decision makers?

- * Everyone
- * Some- Individuals, associations, both, a mix
(individuals, associations, and institutions)

3) How to decide?

- * Majority
- * Consensus
- * Other

4) Members' participation ?

- * Organization maintenance
- * Policy decisions of organization
- * Practice- do something about issues

5) Meetings?

- * Annual
- * Monthly
- * Weekly



WHAT IS A GOOD ORGANIZING ISSUE?

- 1) CONCRETE- You know when you succeed.
- 2) WINNABLE- We believe we can succeed.
- 3) IMMEDIATE- We know from 1:1 conversations that people will act on this.
- 4) BUILDS OUR ORGANIZATION- Brings us together and adds new people.
- 5) HAS TWO TRACKS—Inside the community and outside the community



ISSUE CAMPAIGN GROUP: INTO ACTION

DECIDE ISSUE- Community Member Centered Organization (CMCO) Leaders group decides issue campaign theme based on 1:1 conversations.

RECRUIT MEMBERS- Invite campaign group members who have a following and want to work on issue.

ACTION RESEARCH- What is the situation? What are possible solutions?

GOAL (S)- What is the best answer?

PLAN OF ACTION- What do we do? Action steps?

RESOURCES- What do we have to do it with? (inside the neighborhood and outside the neighborhood)

EVALUATION- How are we doing? Revise goals and action steps.



ABCD ISSUE CAMPAIGN PLANNING MEETING

Leaders lead meeting not organizer
Organizers organize the meeting

- 1) Statement of purpose for meeting
- 2) Introductions
- 3) Reports—research and progress
- 4) Decisions to make (1-3 decisions)
- 5) Next steps (list--who, what, by when)
- 6) Summary of the meeting
- 7) Evaluation of meeting (what worked, what did not work, and what did we learn)

Other possible agenda items: reflection, training, and celebration.

REMEMBER: Sign-in sheet, written agenda with time for each item; start on time; end on time; never a meeting longer than 1.5 hours; mail out next steps list.



FOUR QUESTIONS TO STAY COMMUNITY MEMBER CENTERED?

- 1) Do community members own the organization?
- 2) Do community members make the decisions?
- 3) Is participation growing?
- 4) Do community members primarily do the work?

EVALUATION

HOW IS YOUR GROUP DOING?

- 1) What is working?
- 2) What might work better?
- 3) What are you learning?

IS YOUR GROUP GETTING STRONGER?

- 4) Are community connections growing?
- 5) Is group participation growing?
- 6) Are local residents and associations getting more productive?
- 7) Are issues being successfully addressed?



TWELVE GUIDING PRINCIPLES FOR COMMUNITY ENGAGEMENT ABCD IN ACTION

Most communities address social and economic problems with only a small amount of their total capacity. Much community capacity is not used and is needed! This is the challenge and opportunity of community engagement. Everyone in a community has something to offer. There is no one we don't need.

1) EVERYONE HAS GIFTS. With rare exception people can contribute and want to contribute. Gifts must be discovered. Gift giving opportunities must be offered. Strong communities know they need everyone. There is unrecognized capacity and assets in every community. Find it.

2) RELATIONSHIPS BUILD A COMMUNITY. See them, make them, and utilize them. An intentional effort to build and nourish relationships is the core of ABCD and of all community building.

3) COMMUNITY MEMBERS AT THE CENTER can engage the wider community. People in leadership in everyday life (associations, congregations, neighborhoods, and local business) must be at the center of community initiatives rather than just helping agency leaders. It is essential to engage the wider community as actors (community members) not just as recipients of services (clients).

4) LEADERS INVOLVE OTHERS AS ACTIVE MEMBERS OF THE COMMUNITY. Leaders from the wider community of voluntary associations, congregations, neighborhoods, local business, can engage others from their sector. Community building leaders always need to have a constituency of people to involve. This "following" is based on trust, influence, and relationship. Strong community leaders invite a growing circle of people to act.

5) PEOPLE CARE ABOUT SOMETHING. Agencies and neighborhood groups often complain about apathy. Apathy is a sign of bad listening. People in communities are motivated to act. The challenge is to discover their motivation to act.

6) MOTIVATION TO ACT must be identified. People who are not paid as staff will only act when it is very important. People will act on certain themes strongly felt; concerns to address, dreams to realize, and personal talents to contribute. Every community is filled with invisible



7) LISTENING CONVERSATION In 1:1 dialogue or in small group conversations is how to discover motivation and invite participation. Forms, surveys and asset maps can be useful to guide intentional listening and relationship building. Mapping is not a substitute for listening and talking face to face.

8) ASK, ASK, ASK. Once a person's possible 'gifts to give' and 'motivations to act' are recognized; an opportunity to act must be offered. Asking and inviting are key community building actions. "Join us. We need you." This is the song of community.

9) ASKING QUESTIONS RATHER THAN GIVING ANSWERS INVITES STRONGER PARTICIPATION. People in communities are usually asked to follow outside expert's answers for their community problems. Agencies usually ask community members to help with the agency's answer. A more powerful way to engage people is to invite communities to address 'questions' finding their own answer-- with agencies following to help.

10) A PEOPLE-CENTERED "inside-out" ORGANIZATION IS THE KEY TO COMMUNITY ENGAGEMENT. A "People centered" organization is one where local people control the organization and set the organization's agenda. Community engagement initiatives rarely succeed without residents as leaders organized to do intentional relationship building. It takes an organization of community members to organize a community. It is also very valuable to have a staff person to assist relationship building as a 'community organizer' following the community member leaders' agenda.

11) INSTITUTIONS HAVE REACHED THEIR LIMITS IN PROBLEM-SOLVING. All institutions such as government, non profits, and businesses are stretched thin in their ability to solve community problems. They can not be successful without engaging the rest of the community in solutions. We need to be more skillful in wider engagement. Everyone must do their part.

12) INSTITUTIONS AS SERVANTS – People better than programs engage the wider community. Institutions of government, non profits, and business can be of invaluable help supporting the work of community members' to engage their fellow community members. Ask people what they need and offer help. Leaders in institutions have an essential role in community building as they lead by "stepping back" creating opportunities for citizenship, care, and real democracy.