

Reweaving the Fabric of our Communities
An Outreach and Organizing Lifecycle
for Engaging Residents and Community-Based Organizations
in Comprehensive Community Development

Process	INVITING	IDENTIFYING	CULTIVATING	ACTING	REFLECTING
Approach	<u>Relational</u> : understanding another person's interest and desires	<u>Community-Driven</u> : leaders and issues supported in a broad based, inclusive and representative way	<u>Leadership Development</u> : nurturing, encouraging and equipping people with skills to support change	<u>Practical</u> : leadership skills are honed and tested one step at a time, through real experience	<u>Celebratory</u> : an opportunity for learning, improvement, recognition and appreciation
Technique	Any community outreach or engagement process begins with one-on-one and small group relational meetings	Opportunities and concerns emerge from intentional conversations about the community and leadership needed	Sharing skills, building consensus, strategizing and planning together around community concerns	Implementing strategy , finding new partners, creating accountability/follow-through	Reviewing and learning from the process : what worked and what did not work, who contributed and how, next steps
Goal	<i>Relationship building</i> , understanding commonalities <i>and</i> differences	<i>Community building</i> , clarifying critical opportunities and new leaders	<i>Leadership building</i> , cultivating potential and attracting new partners and resources	<i>Confidence building</i> , as small and large victories are accomplished through each action	<i>Capacity building</i> , capturing key lessons learned and acknowledging everyone's role—individually and collectively
Next Steps	Bring both new and returning people together to build trust and connection	Review opportunities and challenges through planning and leadership development	Broaden leadership capacity and community power through taking strategic action	Implement, reflect, and build on accomplishments	Apply lessons learned and successes—for both projects/issues and leadership development
Outcome	Personal relationships within community and across the city	Clear set of opportunities to address and potential leaders to do so	Engaged leadership and community buy-in around the plan of action (and commitment to work on it)	Project or campaign results in more energy and attracts new leadership	Deepening engagement and transformation of the community