

## The Spectrum of Outreach and Organizing

*Tools for Engaging Residents and Community-Based Organizations  
in Comprehensive Community Development*

<i>Phase</i>	INVITATION	IDENTIFICATION	CULTIVATION	ACTION	REFLECTION
<i>Approach</i>	Relational	Community-Driven, Community-Supported	Leadership Development	Scaling Slowly	Learning and Appreciation
<i>Technique</i>	Any community outreach or engagement process begins with one-on-one and small group meetings	Issues and leaders emerge from conversations in small groups about what is most important	Training, coaching and experience for recognized talent in the community—from planning to action	Focus on one or a few opportunities and follow-through on delivery	Facilitated conversation, individual written input, and celebration
<i>Goal</i>	Relationship-building, understanding commonalities and differences	Having the community clarify critical issues and opportunities, and foster leadership	Deepening leadership potential, bringing others along to participate and lead	Success on a project or organizing around a particular issue	Capturing key lessons learned and acknowledging everyone's role—individually and collectively
<i>Next Steps</i>	Bringing people together	Planning and capacity-building	Moving forward on projects	Reflection, appreciation, and further planning	Applying lessons learned and successes to next cycle—for both projects/issues and leadership development
<i>Outcome</i>	Personal connections within community	Clear set of issues to address; potential leaders	Engaged leadership and community buy-in to plan	Project or campaign results in more energy	Ongoing—and deepening—engagement