

# Pulling a Crowd

**When you are a community minded person it can be very frustrating that other members of the community seem to not be interested in getting involved – but reap the reward of the efforts of few.**

**So rather than getting frustrated let's assume they just don't know how to get involved or what being involved means**

## **Work out what you want**

*Often you may think “we just need more volunteers” – but it's important to work out exactly what it is you want.*

- What skills are you looking for?
- Project leaders or project workers?
- Ongoing volunteers or short term project volunteers?
- What areas of interest would it promote?
- What cross section of the community are you after?
- Have a list of jobs in case you get inundated!!

## **Promote what you do and who you are – constantly!**

*Because you've been doing this for a while you may assume people know what's involved – but often they don't*

- Tell everyone at every opportunity what's going on with Community Planning
- Educate people on what being a Community Coordinator is all about
- Educate people on the need for Project Volunteers – not just being a Community Coordinator
- Make promotion an ongoing exercise, not just a one-off around Planning time

## **Make getting new volunteers a job!**

- Develop a plan of how you are to raise the profile and get new volunteers
- Tap into local networks
- Communicate through more than one channel
- Tag onto organised events / networks
- Have Community Planning on the agenda of other groups and committees
- Target individuals



## **Answer questions and be flexible**

*People want to know what they are signing up for – so before we go spruiking we need to be clear that we can answer the questions that may be asked and that we make people comfortable to ask*

- What's involved?
- Expectations of the group / community?
- Frequency of meetings
- Decision making capacity
- Short term / long term commitments
- What happens if I don't like it?
- What's it in it for me?
- Do I get to have a say about what I'll do?

## **Look and listen to barriers**

*Sometimes we may think people are just making excuses not to be involved – but if people are giving reasons take the opportunity to listen and try to come up with solutions*

- Are times of meetings flexible
- Can I just be involved in projects?
- Can I bring my kids to meetings?
- Does it matter if I can only be involved via email rather than attend meetings?
- We go away for 4 months a year is it worth me being involved
- I'm only interested in one of the Projects do I have to become a Coordinator to be involved

## **Be Realistic:**

- If the same group of people have been meeting form sometime increasing the group by 1 or 2 people may be a great achievement.
- People are often more likely to be involved in a short term project than ongoing longer term role
- People are more likely to be involved in a project they have an interest in - eg try the local primary school for a planting exercise.



**Pg. 14 Community Coordinator Resources Kit**

Considerations for evidence based planning – have you thought about who needs to be consulted:

- Children and families.
- Young people.
- Older adults.
- People with disabilities.
- Culturally diverse community members.
- Aboriginal community members.
- Isolated community members.
- Farming community members.
- Weekenders.

Channels for consulting and engaging all sections of the community – even the hard to reach:

- Maternal and Child Health, playgroups and Kinders.
- Schools.
- Scouts and guides groups.
- Youth groups.
- Mobile library.
- Sporting clubs.
- Arts or cultural groups.
- Historical societies.
- Landcare groups.
- Community centres or Neighbourhood houses.
- Health and community service organisations.
- Seniors groups.
- U3A.
- Planned activity groups (PAGs).
- Probus clubs.
- Rotary clubs.
- Lions clubs.
- Trader Associations.
- Progress Associations.
- CFA.
- SES.
- CWA.
- Men's Sheds.
- Churches.
- Hall Committees and Rec Committees.
- Others ....



## Step 2: Consulting the community

### Activities

The next step is for the Community Coordinators to do the consultation and promotion part of the community plan:

- Identify any opportunities that are present to engage community within the planning window.
- Develop the survey, distribute the survey, collect surveys, analyse results and develop report of findings and a poster outlining findings.
- Coordinators conduct interviews with other groups and key stakeholders
- Communications plan is executed i.e. advertisements for survey and community meetings placed in community newsletters; posters developed and put up around town.
- Arrange the community meetings – book venue, catering, etc

### Tips

Considerations for promoting the Community planning process – have you thought about which methods would best connect with different members of the community:

- Posters where there is high foot traffic.
- Promotion on “What’s on signboards”.
- A story in the local paper or news sheet.
- Use of social media:
  - Websites
  - Facebook
  - Twitter
  - Email lists
- Via groups listed on p. 13.
- Via Council – survey letter drops, through the Gazette, website, Facebook and Twitter.

Effective engagement might include a mix of the following:

- Surveys.
- Ideas boxes.
- Face to face meetings / focussed discussions.
- Public meetings
- Social media feedback.



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**Project Name:**

**Tasks which need to be done:**

*(eg admin, project reports, manual labourer, applying for grants, engaging contractors, attaining insurance, partnering with local groups / committees, attaining permits, dealing with VicRoads, doing project brief; bookings for events; etc)*

**Skills Needed:**

*(admin; computer skills; labouring skills; negotiating skills; interpersonal skills; finance / bookkeeping skills; organisational skills; communication skills; writing skills; knowledge of local area; knowledge of other relevant groups; submission writing skills; good contacts with relevant people)*

**Commitment:**

*(How long do people need to be involved, short term / long term project; dates of start and completion,*

**Interest Groups:**

*(What groups in the community may have a natural interest in this sort of Project. What cross section of the community are you after?)*

**Barriers / Issues:**

*(Are there any issues / barriers which may affect the success of getting people to assist? Any potential solutions)*



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**Promotional Opportunities:**

What	Who	When
<p><b>Attend / visit community groups:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Maternal and Child Health, playgroups and Kinders.</li> <li><input type="checkbox"/> Schools.</li> <li><input type="checkbox"/> Scouts and guides groups.</li> <li><input type="checkbox"/> Youth groups.</li> <li><input type="checkbox"/> Mobile library.</li> <li><input type="checkbox"/> Sporting clubs.</li> <li><input type="checkbox"/> Arts or cultural groups.</li> <li><input type="checkbox"/> Historical societies.</li> <li><input type="checkbox"/> Landcare groups.</li> <li><input type="checkbox"/> Community centres or Neighbourhood houses.</li> <li><input type="checkbox"/> Health and community service organisations.</li> <li><input type="checkbox"/> Seniors groups.</li> <li><input type="checkbox"/> U3A.</li> <li><input type="checkbox"/> Planned activity groups (PAGs).</li> <li><input type="checkbox"/> Probus clubs.</li> <li><input type="checkbox"/> Rotary clubs.</li> <li><input type="checkbox"/> Lions clubs.</li> <li><input type="checkbox"/> Trader Associations.</li> <li><input type="checkbox"/> Progress Associations.</li> <li><input type="checkbox"/> CFA.</li> <li><input type="checkbox"/> SES.</li> <li><input type="checkbox"/> CWA.</li> <li><input type="checkbox"/> Men's Sheds.</li> <li><input type="checkbox"/> Churches.</li> <li><input type="checkbox"/> Hall Committees</li> <li><input type="checkbox"/> Rec Committees</li> </ul>		



<p><b>Information Sharing:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Posters where there is high foot traffic.</li> <li><input type="checkbox"/> Promotion on “What’s on signboards”.</li> <li><input type="checkbox"/> A story in the local paper or news sheet.</li> <li><input type="checkbox"/> Use of social media: <ul style="list-style-type: none"> <li><input type="checkbox"/> Websites</li> <li><input type="checkbox"/> Facebook</li> <li><input type="checkbox"/> Twitter</li> <li><input type="checkbox"/> Email lists</li> </ul> </li> <li><input type="checkbox"/> Via Council –through the Gazette, website, Facebook and Twitter.</li> </ul>		
<p><b>Be Present and promote at local events</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Markets</li> <li><input type="checkbox"/> Social events</li> <li><input type="checkbox"/> Christmas gatherings</li> <li><input type="checkbox"/> Harvest festivals</li> <li><input type="checkbox"/> Annual festivities</li> </ul>		
<p><b>Target individual community members</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Common interest</li> <li><input type="checkbox"/> Have shown some interest</li> <li><input type="checkbox"/> Have a history of participating</li> <li><input type="checkbox"/> New to the area</li> <li><input type="checkbox"/> Have knowledge that would be helpful</li> <li><input type="checkbox"/> Have skills that would be useful</li> </ul>		

