

RAISING CLARITY

To Cultivate Abundance in Noble Causes,
People & Organizations

ORGANIZING COMMUNITY? REMEMBER PC2

Organizing community is a lot like...community organizing. There is a strong inter-connection among your community's

- A. mission
 - B. "brand"
 - C. organizing, and
 - D. fundraising.
1. *Why this order?* Organizing 101: From ideals to relationships to support to dynamic sustainability by being **persistent, consistent, personal, and clear.** (15 minutes)
 2. Discussion and application of PC2. (10 minutes) 25"
 3. Exercise: What's your community's mission? (5 minutes).
 4. Share. (10 minutes) 40"
 5. What is brand? (5 minutes)
 6. Discussion (10 minutes) 55"
 5. Exercise: What's your community's "brand"? (5 minutes)
 6. Sharing. (10 minutes) 70"
 7. How does this discussion give you ideas to meet your community's organizing needs? (15 minutes) 85"
 8. How does this discussion give you ideas to meet your community's fundraising needs? (15 minutes) 100"

Reading List

Articles available from *the Grassroots Fundraising Journal*,

<http://www.grassrootsfundraising.org/> Click on "Access Archive" in the upper right. Articles are \$3 per PDF emailed to you or you can add shipping and handling for hard-copy articles. *Subscribers get all articles free.* This to me is a great deal. I asked the *Journal* to provide you their subscription discount offer. Flip this page over to see it.

In order of importance, I recommend you read:

1. "Organizing and Fundraising: Sisters in the Struggle"
2. "Silos Are for Farms: How to Make Fundraising a Part of Your Organizing"
3. "Always Be Asking: Using Organizing to Build Membership"

————— BETH G. RAPS, Ph.D. —————

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