

Greater Victoria Acting Together (GVAT) recognizes the unceded traditional territories of the Songhees, Esquimalt and WSÁNEĆ peoples



Listening Campaign Pack

Congratulations! You are joining hundreds of like-minded individuals and dozens of organizations in the quest for finding out what is important within our communities. The tool we use is the listening campaign. The listening campaign has three main goals:

1. To engage the members within our organizations in a discussion around what is important to them, as well as the pressures bearing down on them and their families.
2. To find out what our members are passionate about, and what they would want to invest time in.
3. To stir up people's imagination about why their organization matters to them and the role their organization can play in bringing about the changes they care about.

Listening campaigns are just as much about the process as the outcome. The listening campaign process will help to build and support a culture in your organization that is rooted in relationship, learning and action. The listening campaigns provide your members with a new leadership opportunity and also a process for identifying new and emerging leaders within your organization. This is not just about listening for issues, this is an opportunity to invest in the relationship between your organization and its members.

This pack is a general format and can be uniquely adapted to your specific organization. Someone from GVAT would be glad to work with you to make it your own. The listening campaign in your organization needs to be completed by the end of October because it is one stage of a process that can affect real change for our communities. At the end of the listening season, GVAT member organizations will be invited to share their stories and information from the listening campaigns with each other in a 'Discernment Assembly'. At the 'Discernment Assembly' we, as a collective, will discern together the issues that GVAT members have the passion and energy to work on effectively.

In the coming weeks, please share this pack with others in your organization. If you have questions, concerns, need more information, or are ready to get started, please reach out.

Looking forward to building power together,

The GVAT team

Listening Campaign Pack

Set aside 1 - 1.5 hours.

Each group should have **1 facilitator, 1 note-taker and 4- 6 participants.**

- 1. Begin with a round of first-name introductions, if needed.**
- 2. Explain why we are doing this (read aloud):**

As a member of Greater Victoria Acting Together (GVAT), we are invited to go through a process of intentional listening to our members. To this end, the questions that we will be discussing together are designed for us to reflect on issues concerning us personally and as the wider community.

These concerns will be presented to GVAT and help to shape the priorities that GVAT as a whole coalition will act on (in winter 2018/ spring 2019).

More broadly, the aim of this listening process is to:

- *Connect stories*
- *Enhance relationships*
- *Spark our imagination as [your organization name here] members to have more of a voice in the public arena*
- *Provide an opportunity to explore a deeper sense of belonging: to each other, to our Organization, and to our wider community.*

There are some guidelines:

- *This session is about listening – don't feel the need to offer advice or resources*
- *Approach with curiosity*
- *Please share only what you feel comfortable sharing*
- *We have a note taker today – they will be capturing the **broad themes** of this conversation and the stories shared.*
- *We want everyone to feel heard so please allow each one of us to finish our thoughts but be mindful that we have a number of questions to get through*
- *We want to be respectful of your time – We aim for this session to last 1 hour*

Facilitators can now proceed with questions.

Points for Facilitator

- Invite different voices to begin each round
- Keep an eye out for anyone who might be marginalized. Pay extra attention to what they say, to be sure it is reflected in the notes
- If it looks like you will run over time, ask for everyone's consent to keep going.
- If we are going to start working on issues, we have to spend time listening to people's stories, and not focusing on proposed solutions.
- The questions have been designed to take people out of their heads and respond from a personal perspective (it can be easy getting stuck debating policy or opinions, but we cannot debate each other's personal stories).
- pay attention to ensure that people are answering from their personal experience. Don't be afraid to say, "Can you tell me a story about that?" to bring the conversation back.

Questions:

1. What do you value most about your life right now?

Approx. 10 min

Take a minute to reflect

At the end of the sharing, ask the note taker to read the notes back to the group. Did we miss any themes?

2. What are the most pressing challenges facing you and your loved ones?

Approx. 15 min

Take a minute to reflect – (You don't need to go around in a circle – invite anyone who wants to start. Please try to keep your responses to a couple of minutes)

At the end of the sharing, ask the note taker to read the notes back to the group. Did we miss any themes?

3. Think of your organization's traditions/values. Which of these matters the most to you? Share an example of how you live that tradition/value in the world. What gets in the way or frustrates you in doing so?

Approx. 15 min

Take a minute to reflect.

At the end of the sharing, ask the note taker to read the notes back to the group. Did we miss any themes?

4. Many of the pressures that we are facing require broad-based community support. But there are, perhaps, some things our individual organization can do to mitigate those challenges. What issues do you have energy to work on? *Approx. 15 min*

Take a minute to reflect. If anyone asks “which challenges in particular” you can answer “Which ever calls to you – either the ones you mentioned in Q1 or any that have arisen since”

At the end of the sharing, ask the note taker to read the notes back to the group. Did we miss any themes?

5.Close. *Thank you for your participation. The themes from today will now be collated by our core team for reflection before being passed on to GVAT.*

Points for Facilitator and Notetaker

- ***Notetaker pack continues on page 5***
- ***Facilitator and Notetaker to complete review section on page 7***

Note Taking

Points for notetakers

- Don't worry about capturing all the details, you are looking for broad themes.
- The success of GVAT's future campaigns and our energy to sustain them will come from people's personal powerful stories. If you hear a powerful story, please make a note about the theme of that story and who shared it. That way, we can return at a later date should an opportunity arise where the individual would feel comfortable sharing it as part of a public action.

Date:

Names of participants:

1. What do you value most about your life right now?

2. What are the most pressing challenges facing you

your loved ones?

3. Think of your organization's traditions/values. Which of these matters the most to you? Share an example of how you live that tradition/value in the world. What gets in the way or frustrates you in doing so?

4. Many of the pressures that we are facing require broad-based community support. But there are, perhaps, some things our individual organization can do to mitigate those challenges. What issues do you have energy to work on?

