



Partners  
In Health

ENGAGE

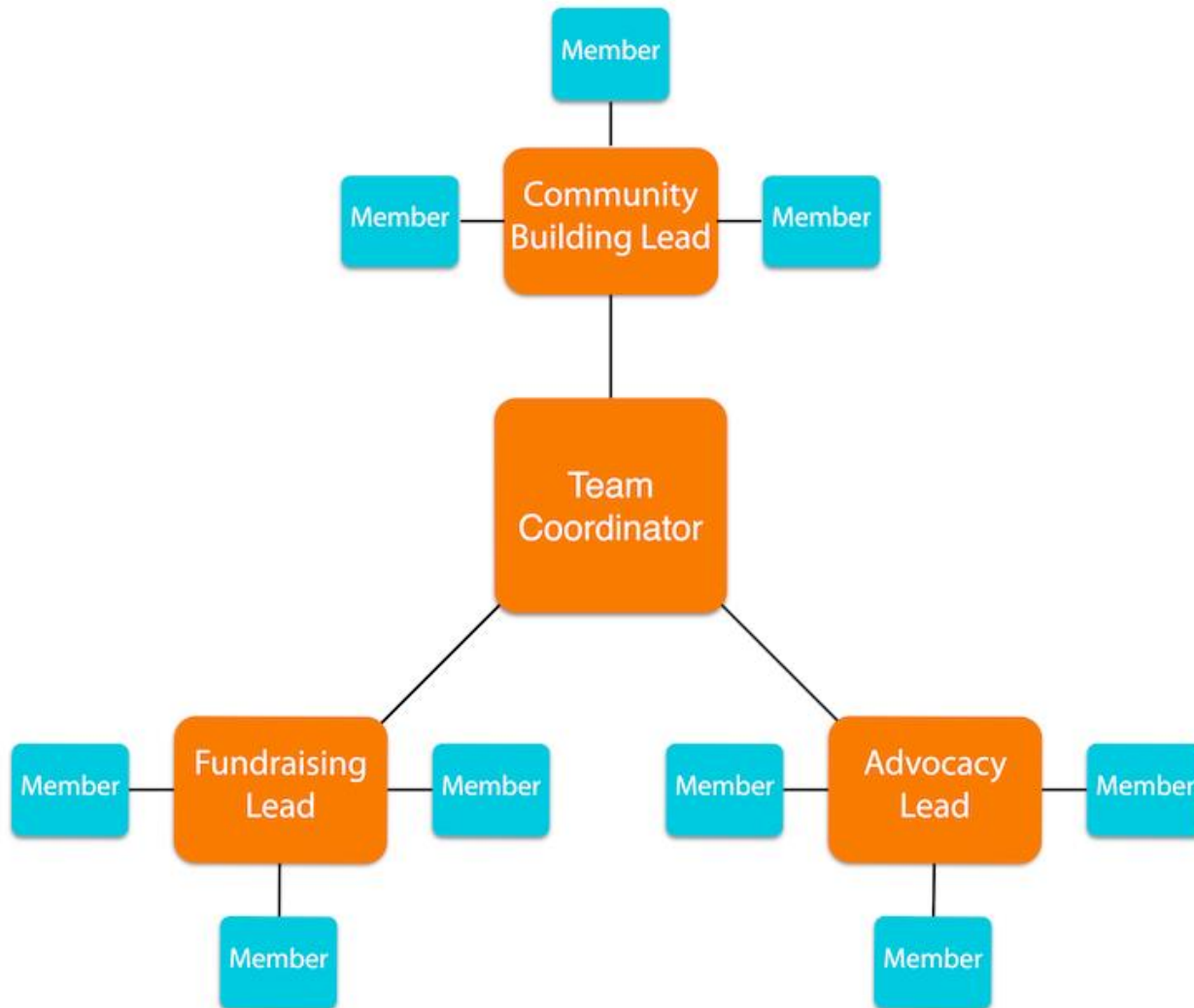
Building the **Right to Health** Movement



1. Team Structure
2. What is a Community Building Lead?
3. Internal Community Building
4. External Community Building
5. Ladders of Engagement
6. Expectations
7. Next Steps



# Team Structure





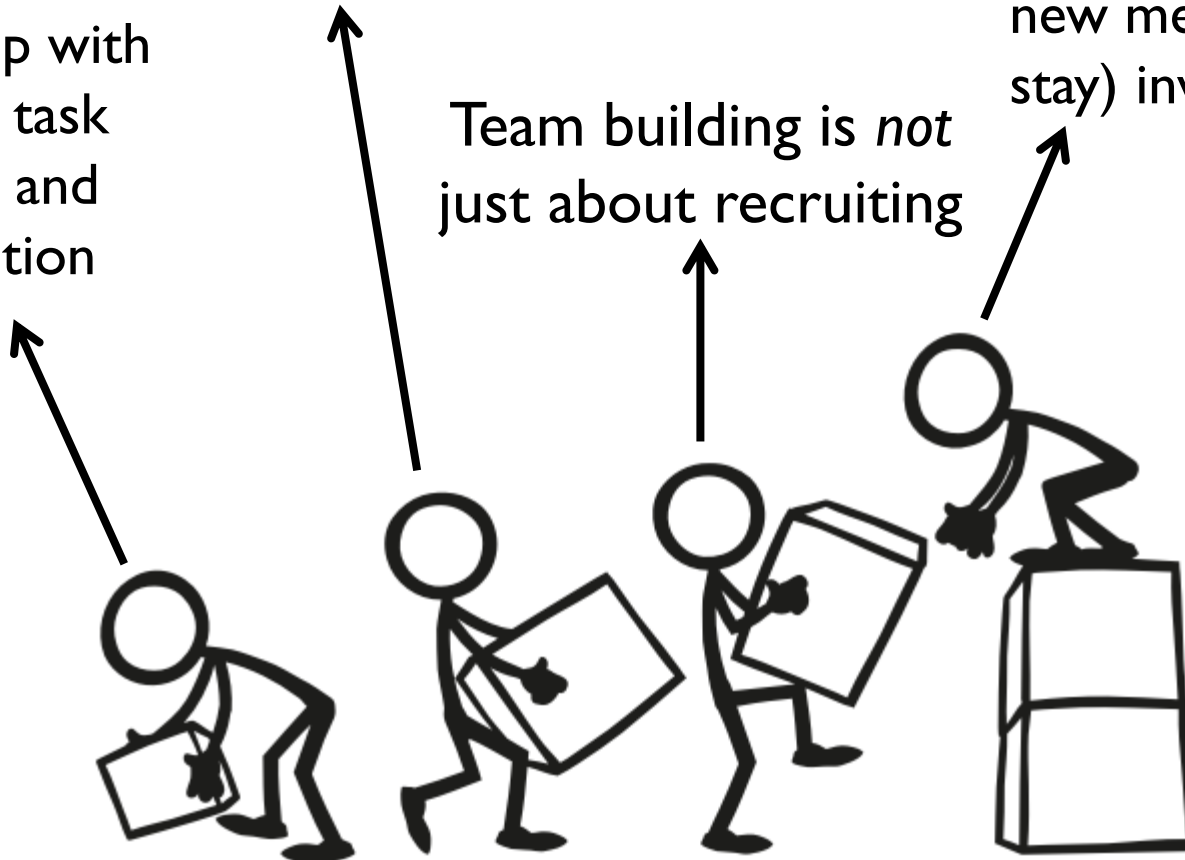
# Why We Need Teams

Strong teams capitalize on the strengths of each member

One of your primary roles will be to help new members get (and stay) involved

Teams help with efficient task division and distribution

Team building is *not* just about recruiting



# What is a Community Building Lead?

- A person with a passion for building people power!
- You will be responsible for building community both internally and externally



# Internal Community Building

- Lead new member recruitment
- Build relationships across the team (including team bonding events!)
- Run education sessions (using the PIH Engage curriculum)





**Partners**  
**In Health**  
ENGAGE

# Internal Community Building Examples

---

Track new  
members'  
participation

Lead a global  
health education  
session

Hold a pot luck

# Leading an Education Session

---

- One facet of building this movement is education, which is why it is part of your job to lead your team through the PIH Engage curriculum
- Two ways to engage with the curriculum: Discussion guide or lesson plan
- Feel free to add relevant articles to the existing curriculum or create your own topics based on what interests you/your team
- Consider other ways to educate your team such as hosting speakers, panel discussions, or a global health film night!
- Check out the **Facilitating the Global Health Curriculum** webinar for more information and tips!



- Lead member recruitment
- Encourage discussion within your team and larger community





**Partners**  
**In Health**  
ENGAGE

# External Community Building Examples

---

Meet with potential  
members

Host a speaker and  
invite people from the  
outside community

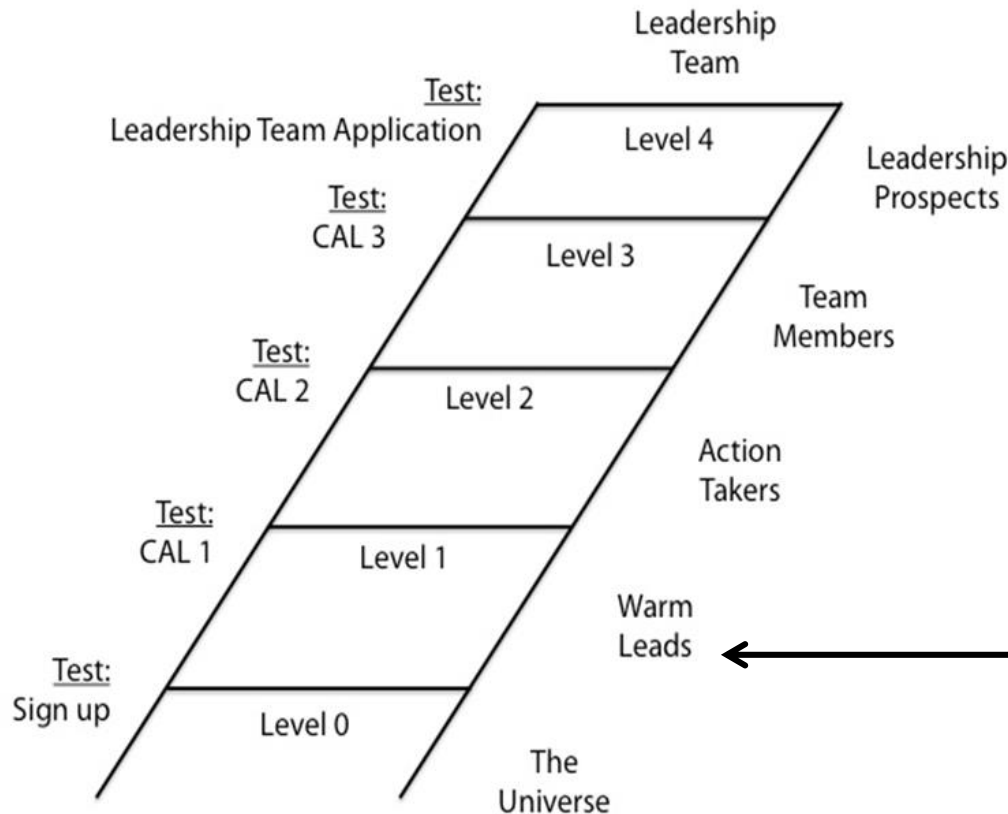


1. Cast a wide net in order to get a large number of people to know about your team
  - School: Go into classes and speak about your work and PIH, etc.
  - Professionals: Host a happy hour, start a social justice/global health group, etc.
2. Provide opportunities at every event the team hosts for guests to sign up for your email list
3. Ensure that recruitment is an ongoing process and that team members continue to be engaged



# Ladders of Engagement

## PIH Engage Leadership Ladder

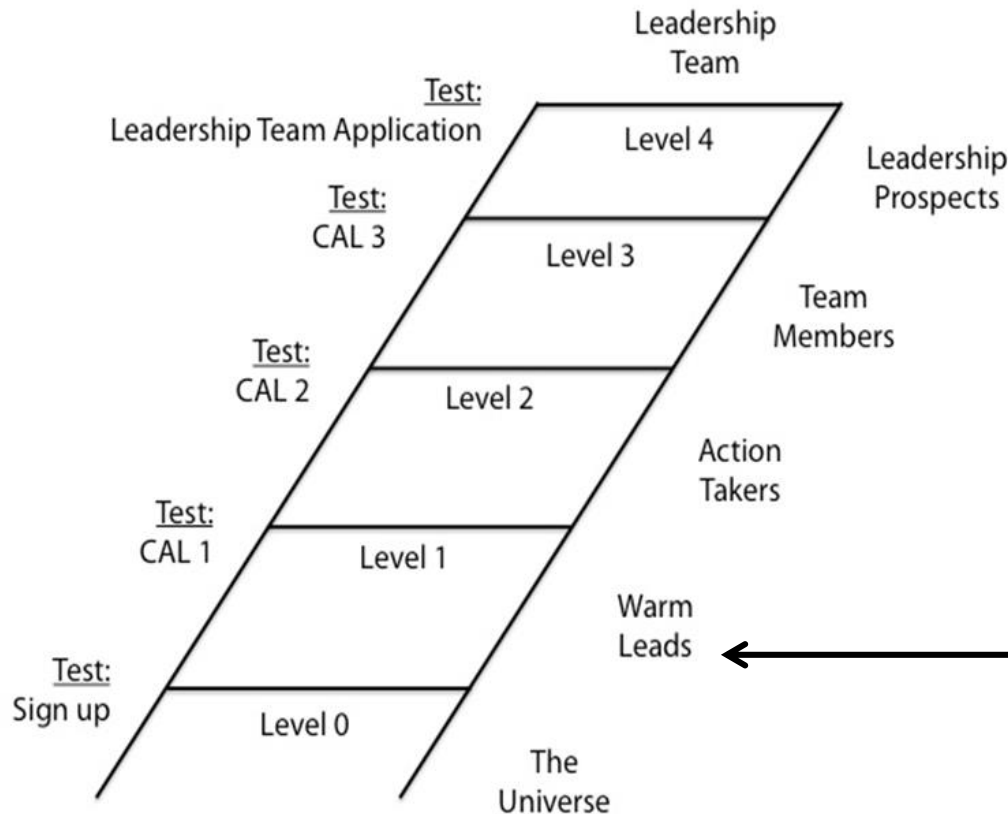


As CBL, your main focus will be on the first piece of the ladder-reaching out to many people.



# Ladders of Engagement

## PIH Engage Leadership Ladder



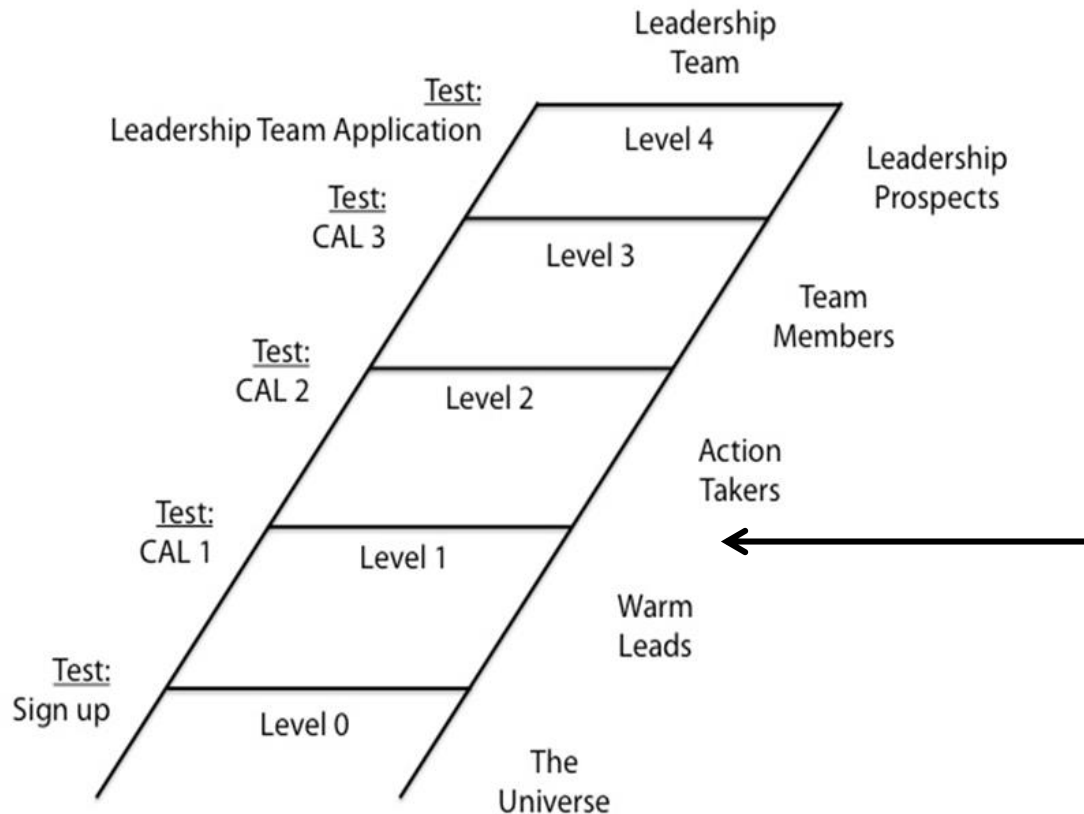
**Broadly invite your community to sign up for your email list**





# Ladders of Engagement

## PIH Engage Leadership Ladder

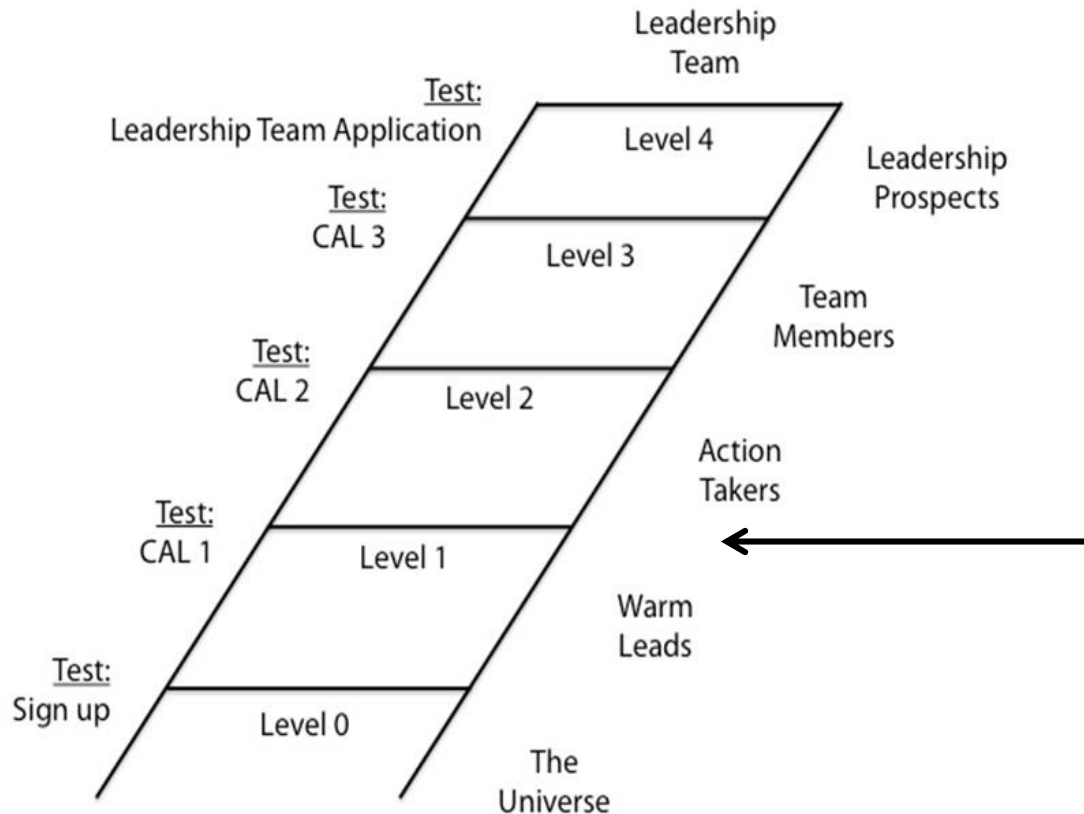


← Invite email sign-ups to your next information session or other event



# Ladders of Engagement

## PIH Engage Leadership Ladder

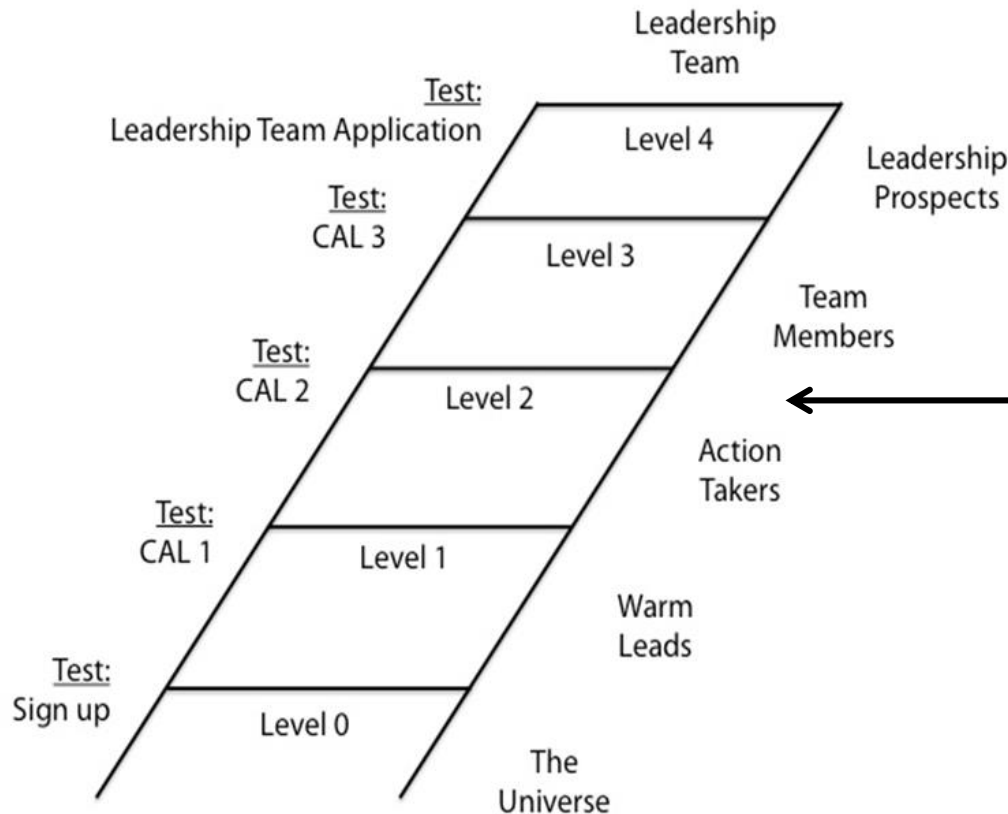


Invite everyone who attended the event to your next general meeting. Check in with them before or after the meeting.



# Ladders of Engagement

## PIH Engage Leadership Ladder



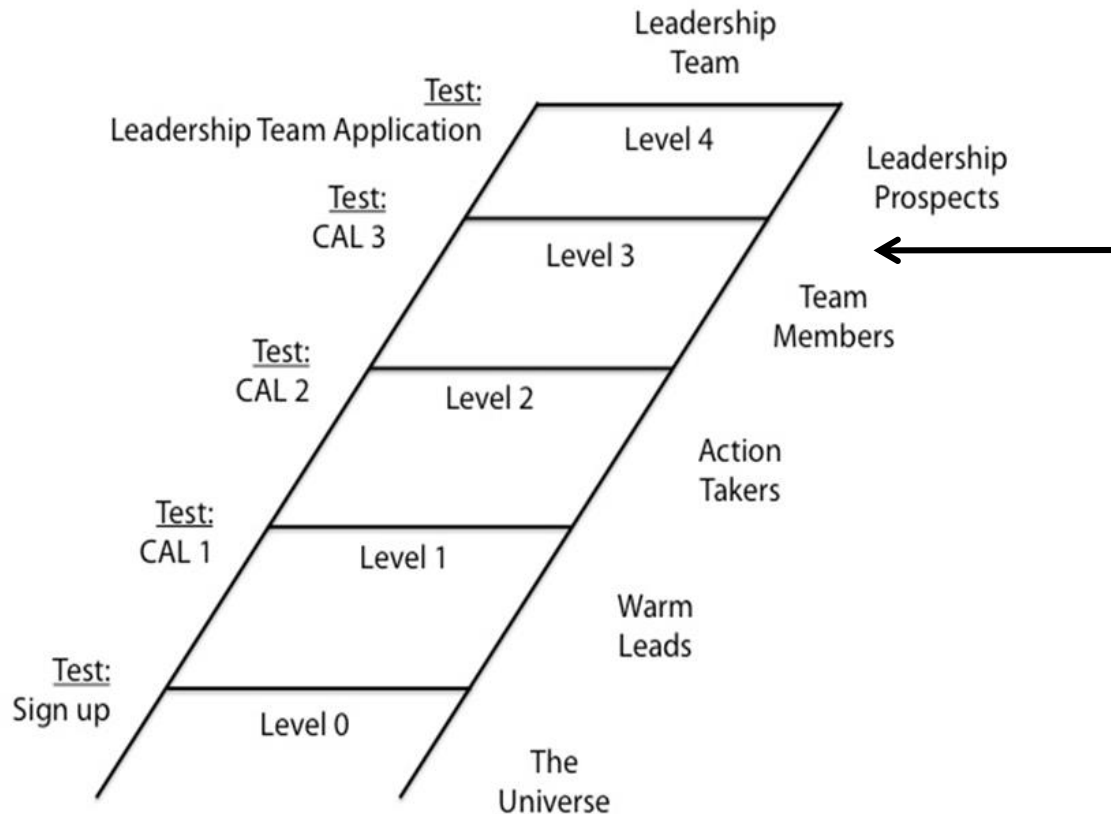
Ask new CB team members to brainstorm a list of speakers for your next event





# Ladders of Engagement

## PIH Engage Leadership Ladder



Ask a member who was particularly successful to host the next event or education session

- Regularly attend meetings
- Regular check ins with your Team  
Coordinator and community building team
- Lead recruitment efforts
- Plan and execute external and internal  
community building events
- Attend monthly lead calls (this is really  
important!)
- Facilitate education sessions using the global  
health curriculum

- [Attend the Training Institute! \(August 12-14\)](#)
- Reach out to your Team Coordinator to talk about a vision for the community building campaign for the coming year
- Begin brainstorming community building events and recruitment strategies

