

## Community to Crowd

If I am a community member, how could you encourage me to become a supporter?

- fun activities
- getting-to-know-you activities
- social media / media
- share humour, flash mobs
- shared values
- hashtags
- moments - reza barati, hazelwood fire
- petitions, entry points
- seminars to raise awareness
- political forums
- issues that connect in more than one way
- tapping in to different peoples values (ppl that like animals being interested in the environment)
- emotional manipulation/connection
- doorknocking
- flyers
- friends bringing in friends
- be accessible
- alliances

## Crowd to Contributor

If I am a supporter, how do you provide opportunities to contribute?

- specific time-based asks,
- building relationships
- identifying skills
- training
- providing common experiences
- establishing point people to help build r'ships
- identifying skills and needs and prioritising that so ppl get specific asks
- provide a wider context for petitions, etc
- provide a sense of urgency
- recognition for having stepped up
- reinforce importance of the supporter
- follow-up on ppl's efforts (keep in touch)
- provide tangible results for contributions
- offer various opportunities for different supporters (data, door knocking)
- allow them to adapt the practice to suit them (they can bring kids, their dogs, etc)
- scare them by asking them to door knock and then they are more likely to agree to phone banking.
- gradual step-up once you have proved your commitment? or should you step people up straight away when you phone bank?
- networking and making friends (be friendly when you ask people to do stuff and try and find out about them, so you know about their lives and can adapt your asks appropriately)
- appreciate people's offers of assistance. they may come in handy later on, even if it is not what you asked them to do. but maybe you could cut them loose and they are better off somewhere else??

## Contributor to Committed

If I am a contributor, how do you encourage me to step up to have some responsibilities?

- structured groups
- ownership of a goal

- clear role with clear goals and needs to leave the person feeling needed/crucial to the success of the mission
- make the ask face-to-face, one-on-one
- find overlap between what they want to do and what you need
- have clipboards for sign-ups at gatherings so people always feel able to step-up
- follow-up on people's expressions of interest
- data! so you know who has been committed
- training and confidence boosting activities

### Committed to Core

How do people move from leadership roles to the core group?

- why were only two people in the group interested in this stage of the process??!
- time commitment needs to be taken account/financial concerns need to be recognised
- identify people with leadership potential is crucial
- current core need to be open, welcoming and inviting - not a clique
- leaders have to be committed to inviting new people in
- make ppl feel special, play to their egos, allow people to make decisions
- understand commitment needed for people to step up to the core
- time constraints and financial constraints need to be recognised and appreciated
- support people once they join the core, so they are supported and wish to continue
- mentor people and provide guidance
- don't just leave people to their own devices, support them
- maintenance is crucial
- show and highlight vulnerability of existing core so they feel needed.
- model the structure from the beginning (from the stage where people become supporters) - highlighting the possibility to step up and get involved
- don't be overly protective of the core - allow for change and restructuring to occur