



# 2010

## Becoming a Community Builder



Session 5

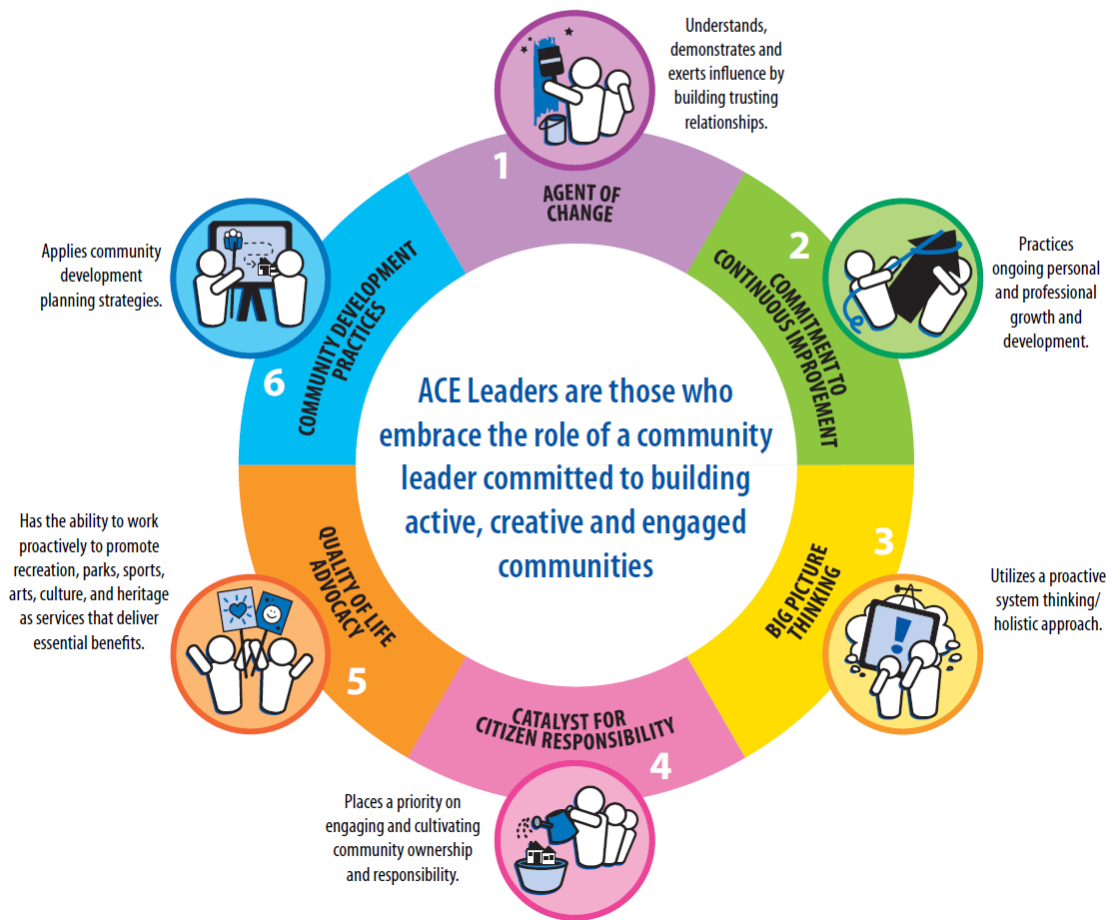
Presented By Ian Hill



# Becoming a Community Builder




## Six Competencies Required for ACE Community Leaders



# Becoming a Community Builder

Today we will explore the *Quality of Life Advocacy*... during our remaining time I will unpack the leadership attributes and skills that make up this competency and the indicators that tell us how we are doing within this area of leadership.

COMPETENCY AREA	INDICATORS TO HELP YOU UNDERSTAND WHAT ENCOMPASSES THIS COMPETENCY.	1 = I AM NOT AT ALL LIKE THAT	10 = I AM 100% LIKE THAT
<p><b>5. QUALITY OF LIFE ADVOCACY</b></p>  <p><i>An ACE Community Leader:</i>  <b>Has the ability to work proactively to promote recreation, parks, sports, arts, culture, and heritage as services that deliver essential benefits to the community.</b></p>	<ul style="list-style-type: none"> <li>I can articulate the benefits of community investment in quality of life.</li> </ul>	1 2 3 4 5 6 7 8 9 10	
	<ul style="list-style-type: none"> <li>I apply knowledge of the concepts of policy advocacy and its relation to social change.</li> </ul>	1 2 3 4 5 6 7 8 9 10	
	<ul style="list-style-type: none"> <li>I apply written and verbal communication skills required for influencing the policy process.</li> </ul>	1 2 3 4 5 6 7 8 9 10	
	<ul style="list-style-type: none"> <li>I collaborate with others to research policy issues, formulate and promote a position.</li> </ul>	1 2 3 4 5 6 7 8 9 10	
	<ul style="list-style-type: none"> <li>I help build coalitions to mobilize support for quality of life.</li> </ul>	1 2 3 4 5 6 7 8 9 10	
	<ul style="list-style-type: none"> <li>I use a variety of strategies and techniques to advocate for quality of life opportunities for all citizens.</li> </ul>	1 2 3 4 5 6 7 8 9 10	

# Becoming a Community Builder

**Ad·vo·ca·cy**—*noun* , the act of pleading for, supporting, or recommending; active espousal (championing of a cause).

## *The Continuum of an Advocate...*

Concern

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Affirmation

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Commitment

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Courage

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Caution

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Education and Expertise-*Benefits Catalogue*

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# Becoming a Community Builder

## *Evangelizing your message*

Evangelizing: What is it? How you do it?

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- Spoken word-Face to Face
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- Written
- 

- E-communication
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Elevator Pitch: What is it? Where does it come from? And why?

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Marketing-Traditional/Alternative: How can you get everyone on the marketing team?

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Creditability: How do you get and keep it?

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Media: How can you guide them?

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# Becoming a Community Builder

## **“6° of Separation” Establishing a network of influence**

\* Identifying people of influence...not people of prominence!

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\* It's about relationships

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\* Who do you know, Who do the people you know, know and Who do the people you know, who know someone, know?

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\* Look for those with like passions

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# Becoming a Community Builder

## **Building Awareness and Branding** (*overused term*)

*Getting all stakeholders as members of the advocacy team*

- Media development

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- Community Brand development

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- Volunteer development

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- Participant development

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# Becoming a Community Builder

## COMMITMENT ACTION PLAN

If you're doing business tomorrow the same way you were doing business yesterday, then our time together has been a waste. The only way to improve is for each one of us to make a commitment to take action, to do something, to change something.

Your Name: \_\_\_\_\_

Date: \_\_\_\_\_

### Objective

To improve \_\_\_\_\_

\_\_\_\_\_

### Action Steps to Improve

### Date to Complete

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

### Potential Obstacles

\_\_\_\_\_

### Support / Resources Needed

\_\_\_\_\_

### Accountability Partners

\_\_\_\_\_

Your Signature: \_\_\_\_\_