

Organizational Capacity Workshop *(Staff & Members)*

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Agenda



- Introduction
- Membership Inventory
- Recruitment Plans
- Setting Yourself Up for Engaged Members
- Recruiting and Retaining Staff
- Questions/Answers



Introduction



Discussion

**Building A
Stronger
Tomorrow**

What is your biggest challenge when it comes to member recruitment and retention?





Membership Inventory



Capacity Building - Membership

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- Do we have the members at the table to fulfill our obligations?
 - Complete the tasks on the action plan
 - Make a difference in our community
 - Members based on strategies we will implement
 - Members from all sectors
 - Members from all geographic locations
 - Members with varying skills
 - Members of different ages
 - Members from different cultures





Capacity Building - Membership



Ask yourself these three questions:

1. Have we recruited members to play an active role in the coalition or to just be a name on a list or a number at the table?
2. Do we have all of the skills we need to complete our strategies?
3. Who still needs to be added?





Member Skills Inventory

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Member Skills

Identify members who possess the skills necessary to operate an effective organization. Choose if you have this covered and by whom -OR- if you need to fill the skill and who might be able to assist -OR- maybe your organization doesn't need that skill.

Skills or Resources	Have	Need	N/A	Individual or Organization	Are they a member?
Accounting					
Blogging					
Child Care					
Communications					
Data Collection					
Evaluation					
Event Planning					
Grant Writing					
Legal					
Marketing					
Public Policy					
Public Speaking					
Social Media					
Strategic Planning					
Technology					
Training					
Videography					
Web Design					
...					

Writing					
Others:					
RESOURCES:					
Cash\$ - Inkind					
Meeting Space					
AV Equipment					
Tables/Chairs					
Computer Equipment					
Transportation					
Others:					



Recruitment Plans



Recruitment Plan - Skills

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Tomorrow**



Recruitment Plan

Coalition/Committee Name: _____

What needs do we have?	Who can meet these needs?	How/Why do they meet our needs?	What additional resources or expertise do they offer?	What would outreach look like?



Recruitment Plan - Sectors

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Tomorrow**



Members- By Sector

Identify members you currently have as a part of the coalition that represent each sector. You may also identify those who may be potential members that you want to reach out to.

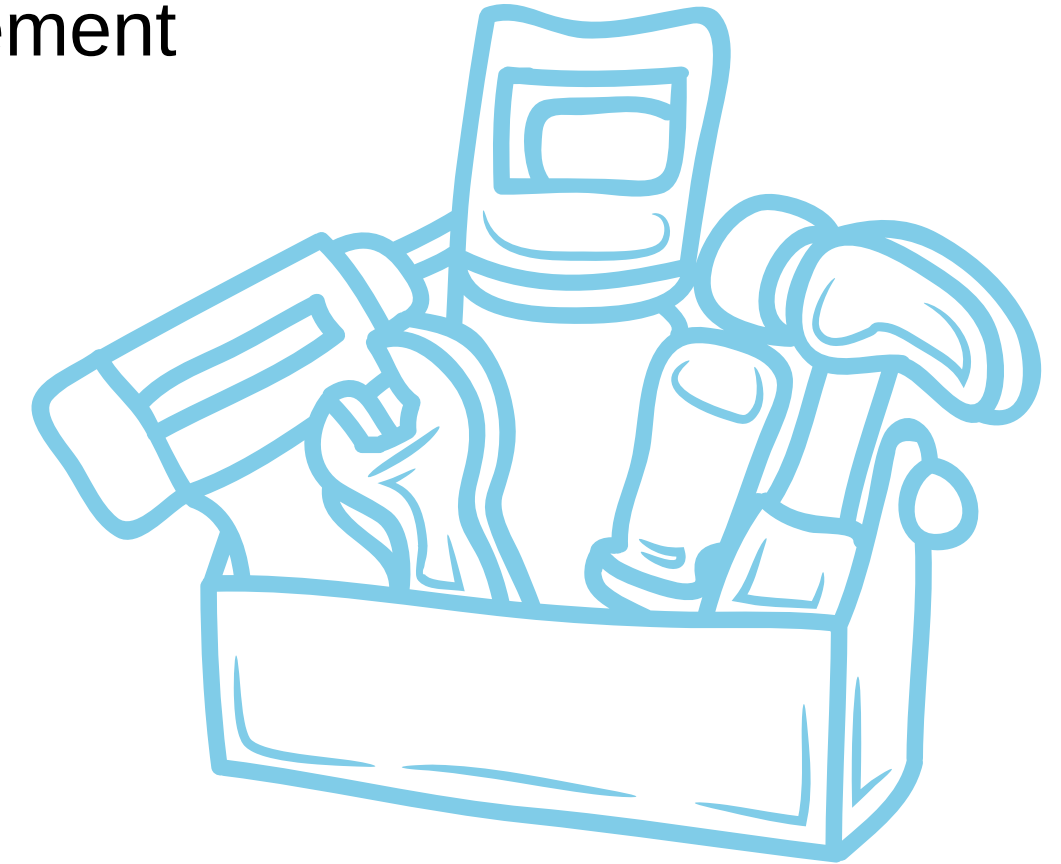
Sector	Current Member	Organization	Potential Member	Organization	Who Will Contact
Business					
Civic/Volunteer					
Court/Probation					
Cultural Groups					
Early Childhood					
Elementary/ Secondary Education					
Government					
Healthcare					
Higher Education					
Human/Social Services					
Law Enforcement					
Media					
Parents					
Religious					
Senior Citizens					
Youth					
Youth Serving Organizations					
Other Organizations					



Other Recruitment Tools



- Use the right messenger
- Elevator Speech/Pitch
 - Establish mission and credibility
 - Modified for specific person, if possible
 - What's in it for them?
 - Why is their involvement and support important to the coalition?
- What is your "ask"?
 - Attend a coalition meeting?
 - Meet with the coalition member and/or staff?
 - Help with a specific project or initiative?
 - Add name to supporters?
- Coalition materials
 - Business cards for members
 - Brochure
 - Informational Packet/Folder
- Member Testimonials
- Options for Involvement





Beyond the “Ask”



- Planned “asks” to specific community members
- One on one meetings
- Engagement with partner organizations and their meetings/events
- Use sign-up lists as part of every event
- Regular and relevant communication and content
- Provide easy, online ways to join the efforts
- Professional brand on all materials and tools
- Co-sponsor events and ask for co-sponsors
- Use social media to interact, not just post
- Provide multiple ways to be involved with projects and initiatives



Setting
Yourself Up
for Engaged
Members



Do our coalition volunteers feel supported?

**Building A
Stronger
Tomorrow**





Capacity Building - Membership

**Building A
Stronger
Tomorrow**

- How do we engage them?
 - Prepare talking points
 - Assign coalition members - influential/know them
 - Prepare expectations and offer options for involvement
 - Talk about what they can gain from the partnership
 - Be prepared for objections
 - Offer alternative options





Capacity Building - Membership

Membership Retention



How do we ensure they continue to be a part of our organization?

- Make sure they are clear about their involvement- job description, Coalition Involvement Agreement, Memorandum of Understanding
- Get them involved right away - provide tasks such as committee lead, put them into a committee, provide them with an appropriate task
- Make sure to allow time to share successes and accomplishments at each meeting and recognize members involved
- Ensure they are getting out of the partnership what they expected
- Celebrate and acknowledge their contributions - send personal thank you notes, send birthday cards, make them feel appreciated



Recruiting and Retaining Staff



1

Be upfront about your values, work culture, and expectations when hiring.





2

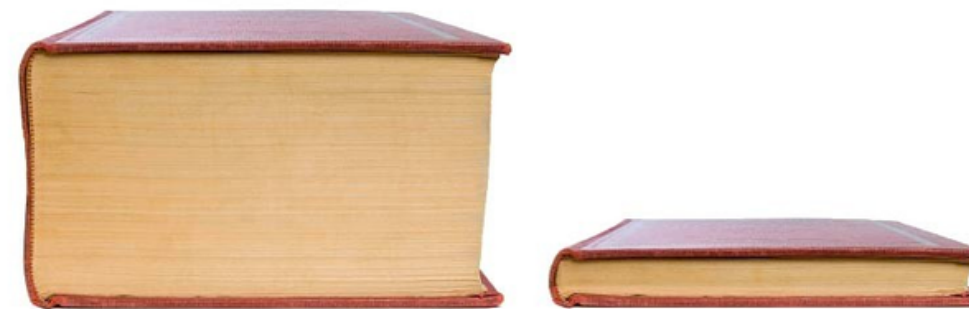
**Keep an open mind about background
and educational requirements.**





3

**Offer fair compensation for your
market and job requirements.**



**Job Description
and skills
required**

salary



4

**Don't be afraid to modify
job responsibilities or
roles.**





5

**Stay flexible to allow for other
commitments and work/life balance.**





6

Give them the tools they need to feel prepared and confident.

**Core Competencies that Facilitate Implementation of the
Strategic Prevention Framework**

- | | |
|--|--|
| 1. Create/Maintain Coalitions and Partnerships | 9. Develop Strategic and Action Plans |
| 2. Assess Community Needs and Resources | 10. Develop Interventions |
| 3. Analyze Problems and Goals | 11. Advocate for Change |
| 4. Develop a Framework or Model of Change | 12. Influence Policy Development and Enforcement |
| 5. Increase Participation and Membership | 13. Write Grant Applications for Funding |
| 6. Build Leadership | 14. Evaluate the Coalition |
| 7. Enhance Cultural Competence | 15. Sustain Projects and Initiatives |
| 8. Improve Organizational Management and Development | |



7

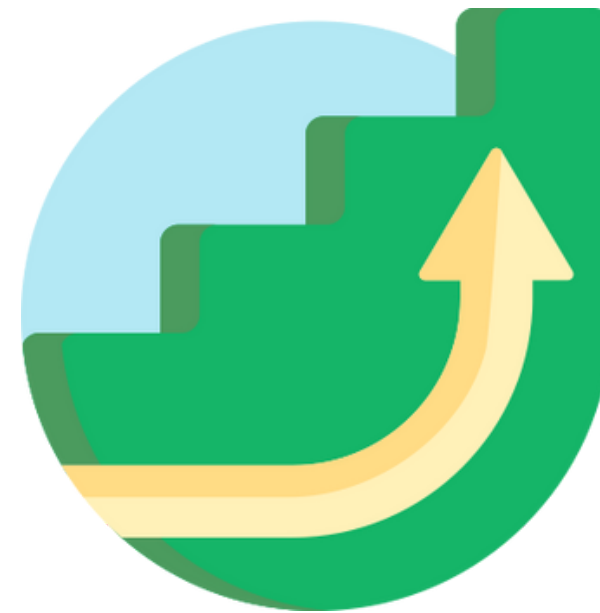
**Provide opportunities for
professional growth and development.**





8

**Build in pathways for promotion
and growth when possible.**





9

**Establish multiple
communication/ feedback channels.**





10

Recognize and value their efforts.



What questions do you have?



epiphany community services