



# COMMUNITY CONVERSATIONS



## Building Blocks of a Strong Community Group

Purpose, passionate people, project plans and promotion are all important for helping a community group work well together and succeed. These things help guide decisions, encourage teamwork, and create a positive space where everyone can get involved and help the group achieve its goals

### Purpose

Having a clear purpose is what helps keep a community group focused, motivated, and on track to achieve its goals. There are important things that help groups understand their purpose and figure out the best way to reach it together.

A **mission statement** is a brief, clear statement that describes the main purpose or goal of an organisation or community group. It explains why the group exists, what it does, and how it plans to achieve its objectives.

The **vision** is like a dream or goal for the future. It's the big picture of what success looks like for your group.

**Values** are the important principles that guide how your group acts and treats one another. They are like the "rules of behaviour" that everyone agrees on.

**Risks** are the potential problems or challenges your group might face as it works toward its purpose.

**Policies and Procedures** are the guidelines or steps your group follows to keep things organised and running smoothly. Policies are the rules that everyone agrees to, and procedures are the detailed instructions on how things should be done.

### Passionate people

When passionate people are part of a community group, it helps create a lively and positive environment where energy, new ideas, and dedication can grow. To keep people engaged and wanting to contribute it helps if groups have mechanisms to support their commitment and dedication.

A **communication plan** (how the group members will communicate with each other / be communicated with) ensures that everyone stays informed, aligned, and effective in their roles.

Successful **recruitment and retention** revolve around creating an environment that values individuals, offers meaningful opportunities, and ensures effective communication.

A **skills audit** helps the group understand what skills and talents already exist within the group. Knowing this helps the group make the best use of its members' capabilities and identifying areas for improvement.

**Clear group roles** help ensure that everyone knows their responsibilities, feels valued, and contributes meaningfully. Clear roles lead to better organization, less confusion, and greater engagement among members



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### Project Plans

A **project plan** is a detailed document that outlines the steps, resources, timeline, and responsibilities needed to complete a specific project or initiative.

Remember to refer to your groups vision as it helps ensure that the project aligns with the group's larger aspirations and purpose. It gives context to why the project is being undertaken

**Create objectives** to demonstrate the specific things you want to achieve in your project. They should be clear, measurable, realistic, and have a deadline.

Your objectives help guide how you spend your budget.

A good **budget** helps you make sure you have enough money to reach your objectives and keep everything running smoothly.

Project plans are fundamental to writing a successful grant application.

### Promotions

Communication and media plans are key to promoting events, growing membership, and ensuring the group's activities are successful. These plans help determine who you are communicating with, why, how and when.

A **communication plan** is a strategy that outlines how information will be shared with the public.

A **media plan** outlines how a community group will use various media channels (such as TV, radio, social media, websites, newspapers, etc.) to promote its activities, events, or message. The plan helps the group effectively reach its target audience.

