

Developing Community Capacity

A few core strategies...

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- 1. Citizens are natural leaders:** Empowering citizen leaders takes an invitation, a little peer coaching, the opportunity to practice on a collaborative project and a taste of success.
- 2. Coalition building:** Communities thrive in the floodplain of unlikely alliances not the ponds of the most likely partners. In addition to the usual partners, coalition building among unusual partners catalyzes creativity and guarantees resiliency in community problem solving.
- 3. Templates are smart:** Creating project design templates builds efficiencies that can transfer across sectors and over time becoming new traditions of “how we do things.”
- 4. Measure salmon habitat, measure people habits:** Measuring what matters generates more of what a community values.
- 5. Communicate SUCCESS:** Communicating with stakeholders and the broader public takes a little strategic thinking to build SUCCESS.... Messages need to be **S**imple, **U**nexpected, **C**oncrete, **C**redible and **E**motional for **S**tories to **S**tick. (See hand out.)
- 6. Personal energy gain:** Working together seems like one more chore to add to an overloaded work plan...but it can actually generate surprising personal and collective synergies. We are communal by nature. It is rewarding to raise a barn together, hunt a woolly mammoth, restore a watershed, mentor the next generation.
- 7. Improved funding:** Working together generates new and larger funding opportunities such as partnership grants, cost-share opportunities and inkind exchanges.