Community Driven Social Impact (cdsi)

Session Hashtag: #cdsi

myNTC: http://myntc.zerista.com/event/member?item_id=842906

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CDSI (community driven social impact) is making changes to your program based on feedback or engagement of the stakeholders. Not for everybody. Requires the right culture. Staff needs be empowered to respond to inquires.

THE FOUNDATION
 Foundation is Grassroots (the community). Other people see it, other people listen, then people move to change.

WHO IS THE COMMUNITY
How do they talk. Who do they talk to? How engaged are they? Where do they travel and other granular details.

WHAT IS THE OPPORTUNITY
Be the car, the gas, the map, etc. But don't sit in the driver's seat.

Sweet spot = intersection between what **you** want to do & what **they** want you to do.

WHAT TOOLS CAN HELP
Social media platforms, what tools apply to the org and its people. Don't get hung up on all the options.

How do the goals and tools talk with each other. Matching tools to audience. There is a way to lay this out that is obvious, a matrix or map. Get link from speaker.

WHAT ROLES ARE NEEDED
What roles are you going to let someone else do. And what roles is the org doing.

BEST PRACTICES
"Operate like a gardener, not a landscaper."

1. There are no short cuts.
Lead by example.

Operate in public.
Ask for feedback & participation from the start.

2. Know your community.
Let the community get to know itself.
Understand your role in the ecosystem.
Help the community grow. Learn together.

3. Strive to replaced.
Be willing to get out of the way.
Rewarding & spotlighting leaders. Thank them in public.
Share your toolbox. eg: let them know how to moderate or do the things you do.

Case studies...

NetSquared helped people put on their own Camps. Gave them all the tools to "be us."

http://connectipedia.org/. Problem: Ppl were asking for grants to learn things that are readily available online. Staff leaving orgs with all their knowledge in their heads.
Built on wagon (?), an open source wiki & database.