

Community First

Case Study

As an organisation we offered a community organising training workshop. The course was designed for anyone interested in engaging with members of their community with the aim of creating or supporting existing projects.

The workshop covered the foundations of Community Organising and Listening Training, which we hoped gave people the tools to recruit new volunteers or create new ideas for their groups.

During this course you will explore

- What Community Organising is
- The importance of listening to build relationships and uncover barriers
- How to motivate people to take action
- How to take your next steps to recruit more volunteers



When advertising the course, some Link and CT Schemes were slightly apprehensive to try new approaches despite some of their current ideas not being as fruitful as they would like.



As a company we use on the ground engagement, such as door knocking which was met with some resistance when we suggested using this method.

We were very lucky to be joined by one of the Link Chairs very early on and had a very successful day out in the community recruiting potential volunteers and he shared his feedback with other schemes.

“The side benefits of this door knocking recruitment system is that you get to meet more people within the local community, who may be unaware of the service the scheme provides and that they may benefit from the use of the voluntary service. You can also explain that volunteering can be as much or as little time as each individual wants to give.”



By bringing the schemes together in the workshop they were able to learn from each other and realise that posting flyers in local magazines, although had a positive response, wouldn't reach everyone and sometimes you need to have those face-to-face conversations. The conversations that took place during the workshop days had such a positive impact in opening people's minds to new ideas that nearly every scheme went away excited at the prospect of trying new approaches.



For us as an organisation, I think it has highlighted that we need to encourage the transport Schemes to come together to share ideas on a more frequent basis.

