

# Purposeful Conversations

Fran Butterfoss and Facilitators

# Implementing activities that change policy, systems and environment

Denise Kolba

- Challenges:
  - Engagement – buy in
  - Competing priorities
  - Engage Community
  - Low Hanging Fruit
  - Champions
  - Incentives – Habit
  - Size of population/community

# Engaging Communities/Volunteers in the Work – Mary Michaels

- Challenges:
  - Finding Champions
  - Nay-sayers
  - What's In It For Me (WIIFM)
  - Burnout
  - Maintaining momentum (stop-check-evaluate-go)
  - What to measure? (goals)
  - Time!

# What We Want (from Volunteers Community Members)

- Take Initiative – Become Leaders
- Recruit Others
- Become passionate
- Being Vocal

# What Works?

- Mission
  - In it for the long term
- Passion
  - When your passion shows, it's contagious
- Activity
  - Something to do
- Visibility – Create a presence
  - Go where the people are
- Persistence
  - Keep at it ... keep asking!
- Tell Stories/ Show impact
- Recognize volunteers/incentive
- Address barriers to being involved (transportation, childcare, time of day, etc)
- Listen – get their input

# Building the Coalition

## Jill Ireland

- Connections – Partners/ Cross Promotion
- Defining language, structure, role, responsibility
- Identify skills & talents – Team building
- Persistence
- Asking for advice/ opinion
- Wellmark – Kickstarter grants
- Building relationships

# Evaluating your program or coalition

## Sandra Melstad – page 1

- Communicate evaluation plan
- Coalition Effectiveness Tool
- Challenges with data collection
- No Kids Hungry – evaluation built in
- Include evaluators from beginning
  - Challenges
    - Getting qualified person
    - Willing evaluator
- Mixed methods valuable
- Time consuming
- Data overload

# Evaluating your program or coalition

## Sandra Melstad – page 2

- Logic Model Beneficial
- Box Folder
- Keep eval data separate



# Evaluating your program or coalition

## Sandra Melstad – page 3

- Successes
  - Needs assessment data to support coalition work
  - Community Buy-In
  - Multi-Sector Collaboration – data collection
- Evaluation Templates Specific to Focus Area
  - Collaboration
  - Stay on path purpose
  - Include evaluation as part of

# Creating Recognition for Your Efforts/ Communicating Your Work to the Community - Roshal Rossman

- Things that work
  - Celebrate/recognize small successes
  - Find a champion
  - Recognize partners
  - Talk about
    - share & promote social media
  - Use Other Resources
    - You pat our back, we pat yours

# Creating Recognition for Your Efforts/ Communicating Your Work to the Community - Roshal Rossman

- Challenges/Solutions
  - Community connection
    - get involved and make friends
  - Communication
    - Pretend you are talking to a 6<sup>th</sup> grader
      - Short
      - Specific
  - Multiple Audiences

# Developing Leadership

## Sarah Quail & Joan Lindstrom

- Burnt out – need new ideas
  - Keeping people involved
  - Finding people who can give their time
- \*\*\*\*\*
- Finding a mentor
  - Follow-up (calls, meetings) checking-in
  - Watch and look for leaders (build confidence)
  - Force on a person's strength (speaking skills, community involved)
  - Networking – introductions
  - Fund – give aways/lunch/game/yoga
  - Keep meeting short and focused
  - Involve the coalition member to speak