
**Activists: The Backbone
of Community Initiatives**

Trainer's Manual

Overview

Overview

Day and Time

9:00 a.m.-4:30 p.m.

Purpose

The purpose of this one-day workshop is to help participants in identifying, selecting, involving, and retaining dynamic Activists who will help advance their community initiatives to work for poverty alleviation and sustainable development in their respective communities.

Learning Objectives

Participants will be able to:

1. Appreciate the value of Activists.
2. Recognize Activists as potential leaders or unpaid staff.
3. Understand the roles, relationships, rights, and responsibilities between community leadership, and programme staff.
4. Develop a volunteer selection and retention plan for a specific project of their partnership/ organization.

Equipment, Materials, and Supplies Needed

- Markers and masking tape
- Newsprint pads
- Participant's manual—handouts
- Pens, pencils, clipboards, note pads
- Transparencies
 - T-1: Edmund Burke Quote
 - T-2: Norms
 - T-3: Maslow's Theory
 - T-4: McClelland's Theory
 - T-5: Volunteer Trends

- T-6: Stages of an Ask
- T-7: Selection Steps
- T-8: Retention Components

- Reference Sheets
 - RS-1: Roles of Activists
 - RS-2: Relationships, Rights, and Responsibilities
 - RS-3: Motivational Research
 - RS-4: Volunteer Trends
 - RS-5: Strategies for Increasing Community Participation
 - RS-6: Ways to Ask
 - RS-7: Stages of an Ask
 - RS-8(1-7): Selection and Retention

Materials in Participant Manual

- All transparencies

- All reference sheets

Agenda

9:00

OPENING SESSION

Welcome/Introductions
Objectives/Norms/Expectations

9:30

INTRODUCTION TO ACTIVISTS

Trends and Challenges
The Importance of Activists
The Roles of Activists
Relationships, Rights, and Responsibilities

10:00

THE PSYCHOLOGY OF CITIZEN PARTICIPATION

Motivational Research
Psychological Factors

10:30

BREAK

10:45

Strategies to Increase Citizen Participation

11:15

"THE ASK" AND RECRUITMENT

Ways to Ask
The Asking Process
Selection No No's
Selection Steps

12:00

LUNCH

1:30

Selection Steps (continued)

Planning
Outreach
Interview
Placement
Inclusion

2:45

BREAK

**Agenda
(continued)**

3:00

RETENTION

Introduction
Orientation
Training
Climate
Recognition/incentives
Assessment

4:20-4:30

EVALUATION AND CLOSURE