

Running a Listening Campaign

Logistics – What to Record and Keep

- Names and contacts
- Issues/problems surfaced (in step 2)
- Who 'voted' for – committed to – what – leaders and activists (step 4)
- Stories – and who told them

How?

- 1:1 conversations
- Small groups
- Larger gatherings

Think about: Leaders required? Be strategic in who you listen to – who represents the diversity in your organisation? (Who needs to be trained in preparation...)

1. Build Trust

- Get people to share their stories
- Starting points – why are you part of this organisation? What got you in? What keeps you going?
- Family story of immigration, or work/health crisis etc
- What do you hope will be better for your children? What is a core value for you and where did it come from?



2. Listen to members and constituents...

Questions others have used:

What hopes/dreams/aspirations do you have for your community/family/organisation?

Tell a story that highlights one of the problems and issues that put pressure on :

- your routine
- your life
- your family/household
- your local community/group or organisation?

Share a story about the one thing you would really like to change in your community?



3. Leaders sort out the issues/problems that are surfaced – Big Issue becomes a heading, specific problems get organised under these headings



4. Regather to Discern (Prioritise) – 'voting' but not on opinion, rather on what we will commit to doing something about (recommend maximum 1-3 issues)

- Put your name (on a dot?) against the issue you want to be involved in doing something about
- Perhaps a different colour for issues you care enough about to get involved in, even if not as a leader



5. These lists build the team that will do the research, plan the campaign and then move to action that addresses the issue –

- Follow up - Invitation to Sydney Alliance Assemblies/Districts/Training/Core Team in your organisation
- Feed big issues into Sydney Alliance Listening Campaign Discernment (May 15)
- Some issues your organisation can work on alone, some in partnership with other orgs