



Make “Community Relations and Communication” Your Business.

Using your Personal Networks for Professional Purposes

Exercise

People often wonder what or who can help change their community for the better. Each of us has that ability and opportunities to do so are closer than we think. You are a trusted voice. If you talk with 5 people about an issue that is important to you or ask them for help, the more likely there are to be a part of that positive change.

Webster’s Dictionary defines Community Relations as: *the business of inducing the community to have understanding for and goodwill toward a person, firm, or institution; also: the degree of understanding and goodwill achieved.*

Webster’s Dictionary defines Communication as: a technique for expressing ideas effectively (as in speech); a process by which information is exchanged between individuals.

Step 1:

List all upcoming social, sporting, or personal events you plan to attend in the next 4 months (120 days). (Example: child’s soccer game, neighbor’s birthday party, elected official fundraiser, your softball league game, etc).

Activity	Date

www.advocacyandcommunication.org

For more information about ACS, please contact us at info@advocacyandcommunication.org. Follow us on [LinkedIn](#).

Cleveland
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Cleveland, OH 44102

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Columbus, OH 43221

Washington, DC
300 New Jersey Avenue, NW
Suite 900, PMB 9005
Washington, DC 20001

Phoenix
207 North Gilbert Road
Suite 007
Phoenix, AZ 85234

Step 2:

List all of the people you talk to or see at least twice per month that are NOT affiliated with your organization. (Example: a family member, teachers, doctors, etc.)

Name	Where/When likely to communicate with them

Step 3:

Think of the 2, 3 or 4 people you know that KNOWS everyone and everyone knows them. They know when all of the activities are happening in the community and they attend many of those events. List the names and when you are likely to see or talk to them next.

(Malcolm Gladwell's The Tipping Point (Little Brown, 2000) Maven: those who are intense gatherers of information and impressions, and so are often the first to pick up on new or nascent trends. Mavens may act most effectively when in collaboration with connectors. Connectors: those people who have wide network of casual acquaintances by whom they are trusted, often a network that crosses many social boundaries and groups. Connectors can thus easily and widely distribute the advice or insights of a maven.)

Name	Date when likely to communicate with them



Step 4:

From the lists in Steps 1, 2 and 3, are there any overlaps? If so, list them below.

Step 5:

From the lists in Steps 1, 2, 3, and 4 (if applicable) identify 5 upcoming opportunities where you can commit to sharing information about your organization. Opportunities can be the names of people or events.

Name/Activity	Date

Step 6:

Identify what information or support you need from your organization to be prepared to implement Step 5. Detach and provide completed form to the appropriate person at your organization.

Your Name _____

Phone or Email Address _____

Support or Information Needed by _____ (date)

A. _____

B. _____

C. _____