



# Harnessing Collective Impact: Strategies for Community and Economic Development

Happily, presented by  
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# Community Development

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A broad term that defines the practices of civic leaders that are aimed at involving citizens and professionals in various aspects of the community to build a stronger more stable community.

Any kind of initiative designed to improve the overall welfare of a specific community and the people that live in it.

A process in which community members take collective action to generate solutions to existing problems



# Process

The process which begins a **dialogue** among members of the community to determine who, what, and how issues are decided, and to provide an avenue for everyone to participate in decisions that affect their lives.

**Community | Standard of Living | Decision Making | Dialogue**





# Impact Models

- 1. Isolated Impact**
- 2. Collective Impact**

# Types of Collaborations

Organizations have attempted to solve social problems by collaboration for decades without producing many results. The vast majority of these efforts lack the elements of success that enable collective impact initiatives to achieve a sustained alignment of efforts.

- **Funder Collaboratives**
- **Public-Private Partnerships**
- **Multi-Stakeholder**
- **Social Sector Networks**
- **Collective Impact Initiatives**





# 5 Conditions of Collective Impact



# Requirements

- Leadership
- Organizational capacity
- Communications channels
- Assessments
- Problem solving
- Resource mobilization
- Administrative and operational management



## Strategies

- Secure strong leadership
- Establish a formal structure
- Engage diverse organizations, community leaders, and residents
- Ensure authentic participation and shared decision making
- ensure authentic and productive roles for young people
- Develop a shared vision
- Conduct a needs assessment
- Create a strategic plan
- Implement mutually reinforcing strategies
- Create a fundraising strategy
- Establish effective channels for internal communication
- Educate the community
- Conduct process and outcome evaluations
- Evaluate the community mobilization effort separately





# Types of Community Development Projects

- Remember, they are projects aimed at strengthening local communities.

# Examples

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Memphis Fast Forward

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Cincinnati Strive Student Success

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Elizabeth River Project

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Workforce Roadmap

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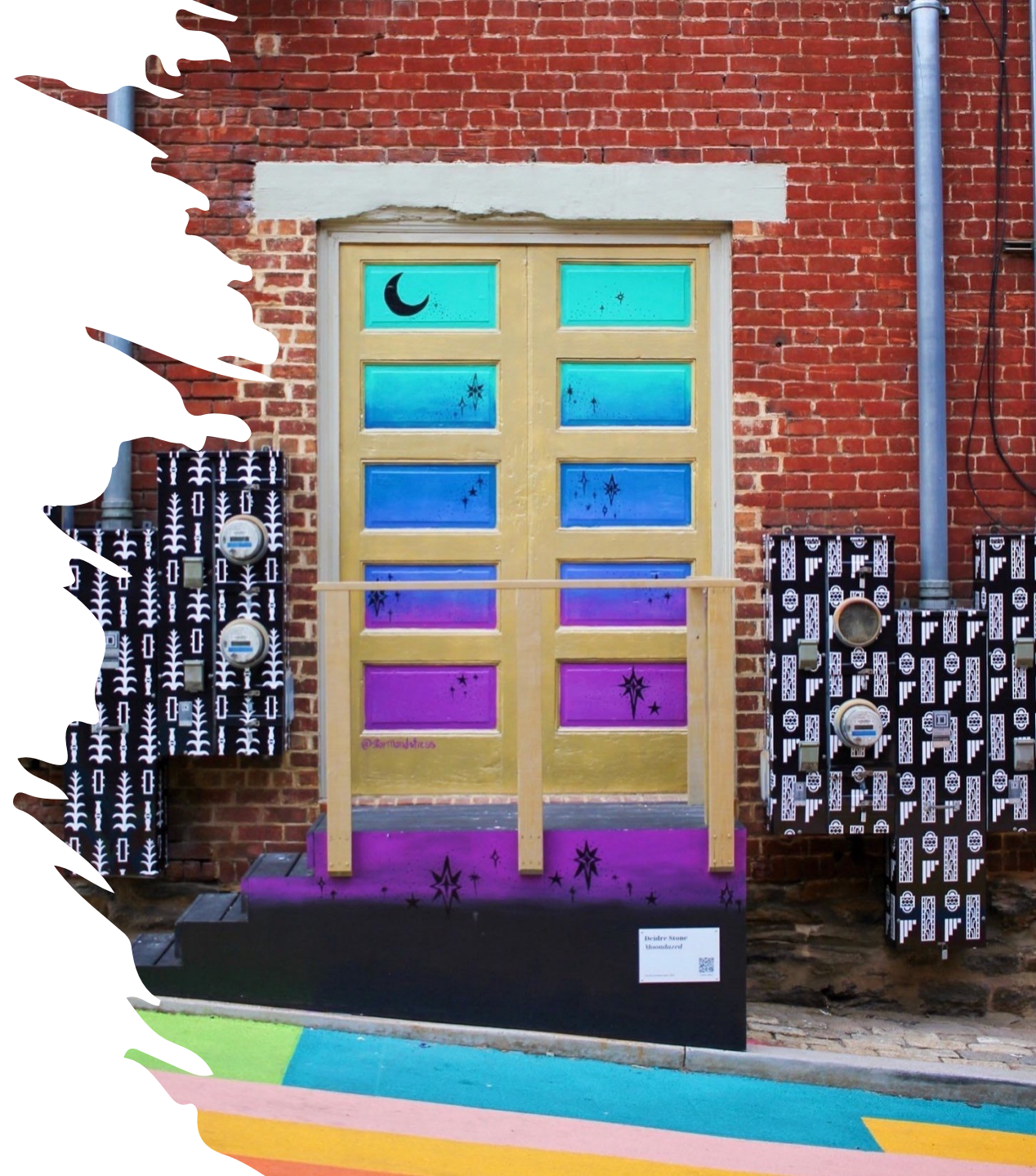
Live Healthy Lynchburg

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Lynchburg Tomorrow

# Dangers

- Strategy Drift
- Culture Drift
- Treating workgroups like committees
- Lack of Transparency
- Having the wrong people at the table
- Lack of Accountability
- Funder & Political Hijacking
- Managing a Network like and Organization
- Insufficient Time Frames
- Lack of Adaptive Leadership



# Keep in Mind

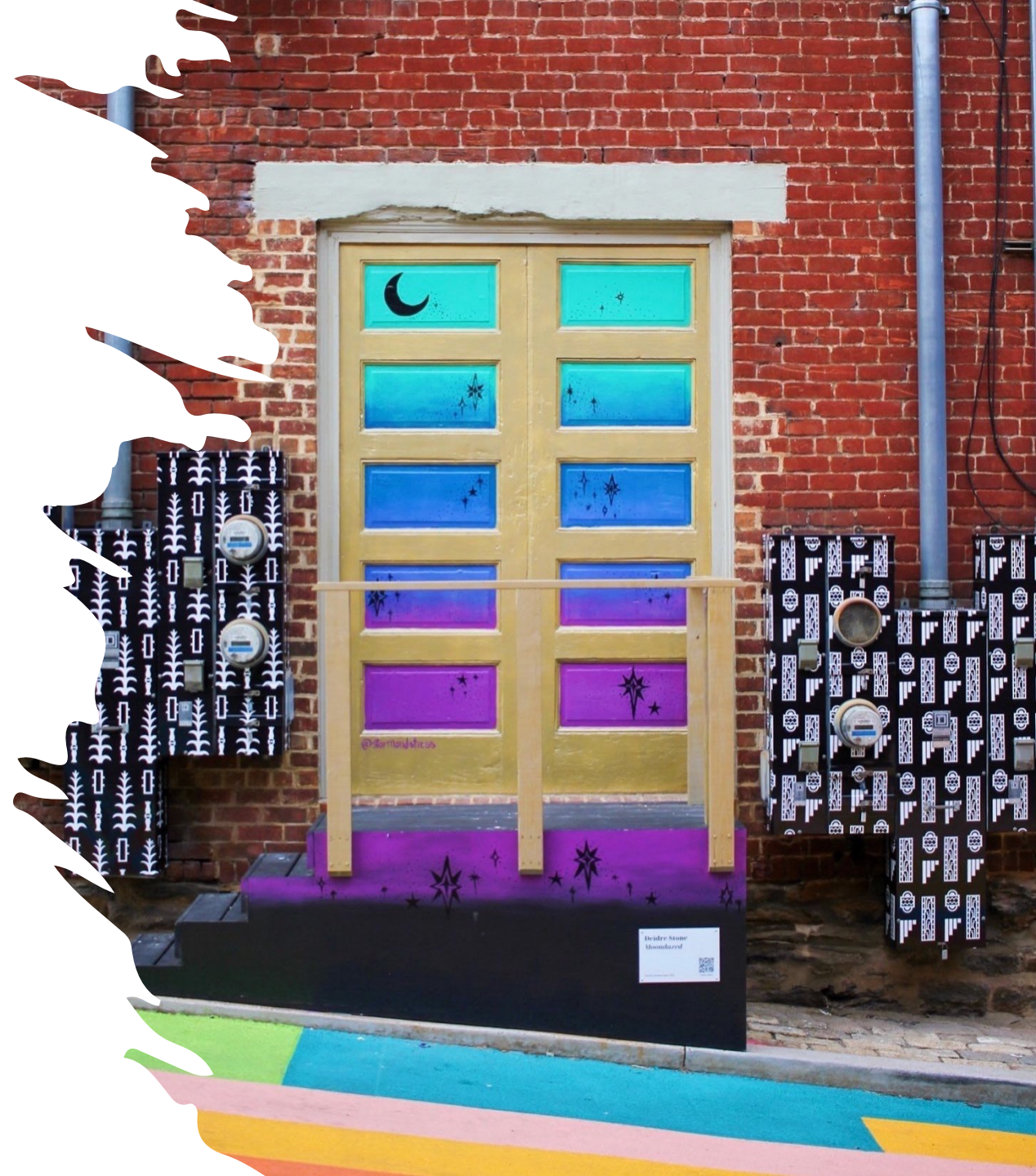
**Clear Strategy Guides  
Clear Commitment**



**Form Follows Function**



**Culture Eats Strategy for Breakfast**





# Bibliography & Resources

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Thank you



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