Engaging Business & Community

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Demographics Served: Businesses & Community

OVERVIEW

What was the **problem** you aimed to solve? What **change** did you implement? What **impact** did the change have on the problem?

Problem: Low numbers of engagement among businesses/community members in Weaverville in the Weaverville Chamber of Commerce.

Change Implemented: Trinity Together used an interactive, idea generating tool during the Weaverville Chamber Membership Drive.

Impact: We were able to solicit a lot of community ideas and recruit people to join new Chamber efforts.

KEY DETAILS

What are the necessary details to successfully implement this practice?

LENGTH

How long did the entire project take? If you had multiple sessions, please detail the length of each.

Preparation took about 2 hours. This included brainstorming, discussing roles, cutting paper for participants, and gathering supplies.

SETTING

Where did the activities take place? How many people was this designed for?

The activity took place at a Weaverville Chamber membership drive, located in a large indoor room. Dinner had been served previously. The activity occurred after dinner had concluded and 50-75 people participated. This tool can be used in much smaller groups as well.

ACTIVITY	REASONING
What did you do? How many staff members facilitated? Were there questions? Games?	Why this activity, specifically?
Two Trinity Together staff worked together. We hung a large sticky wall up for all to see and asked them 3-5 specific questions of the group. Participants first worked individually, then in groups. Their responses were recorded on sheets of pre-cut paper, then hung on the sticky wall for all to see. Trinity Together staff then read responses aloud.	This activity was chosen because it specifically uses various techniques to engage audiences, feel ownership, and build excitement.

HOW DO YOU KNOW YOUR PRACTICE WORKED?

Please provide explain the results you saw. Include charts, trackers, etc.

This activity was mean to draw out ideas and engage the Weaverville Chamber membership. At the next regular board meeting, participant numbers doubled.

NECESSARY TOOLS

If there are lesson plans, work plans, presentations, exit tickets, student feedback, measurement tools, please include or link them below.

Tools Needed:
- Many 1/2 sheets of paper for each participant (the number for each person depends on how many questions you plan to ask.)
- Dark colored markers
- Sticky wall
- A facilitator or two who is comfortable engaging with and presenting in front of an audience.

TIPS FOR IMPLEMENTATION

What tips do you have for someone who wants to implement this change in their program? Think about what challenges you faced along this process. What would be best to do/not to do when implementing? Who should be involved? Is this best co-facilitated? Etc.

1. If this is your first time, get a partner! It's easier to try something new with someone else.
2. Practice beforehand. Discuss who is doing what and run through possible participant responses/questions and how you might handle them.
3. Try to do activity in a room or location that isn't too noisy.
4. Follow up with participants at the close so they know what will happen with the results
5. Presenters should speak loud and clear.
6. After the activity, de-brief with your partner about what worked and what didn't. What could be done better next time?