



## CLIMATE ORGANIZING

### TEAMBUILDING

A strong and effective team is essential to good community organizing. This guide introduces the key elements of building, maintaining, and structuring teams.

#### Team Structure: The Snowflake Model

We've all participated in teams that don't work. Maybe the leader controlled everything and didn't delegate responsibility to other team members. Or maybe the team members went wildly-off-in-all-directions and don't coordinate their work to achieve a larger goal.

To avoid problems like that, we suggest using the Snowflake Team Model. In this model, there is one Team Leader who coordinates and oversees all the different pieces of work. There are many Team Members, each of whom has a clear role and is responsible for a particular piece of work – for example, new member recruitment, social media, or event logistics. Team Members share responsibility for the common goal, but work independently to fulfil their individual responsibilities, collaborating where necessary – all of which contributes to campaign objective. In this model, responsibility is shared equally among all team members and nobody takes on all the work. This allows team members to grow, learn, and feel empowered. In essence, you create an interdependent team of leaders – also known as “distributed leadership.”

#### Team Member Roles

The specific work that each team member takes responsibility for will vary depending on your local campaign. Here are some ideas for team member roles:

- Media Coordinator(s) – create and maintain facebook page, regular campaign updates in print and online media, help with event promotion, build local media list, press releases and follow-up, etc.
- Event Coordinator – oversee event logistics, including booking venue, technology, food, volunteers, materials, banners, etc.
- Event Promotion – flyers, posters, social media, media lists, press releases, notices on community calendars, etc.
- New Member Recruitment – advertisements, presentations, posters, one-on-one meetings, etc.
- Group Meetings – schedule regular group meetings, meeting agenda, facilitate meeting, food, etc.

#### Meetings

It is important for your entire team to meet regularly – preferably in-person. This will:

- Make sure everyone feels included and up-to-speed on campaign progress
- Helps ensure you have a stable core group
- Allows for collective decision-making around campaign goals and strategies
- Allows for collective event and action planning



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Here are a few ideas for how to make your meeting a success:

- Create an agenda that can be achieved within your allotted meeting time
- Make sure your meeting has clear goals (e.g. choosing your next action, discussing how to recruit new members, etc.)
- Choose someone to facilitate and keep the meeting on track
- Set up your chairs in a circle, not in rows. This creates a casual atmosphere, encourages participation, and helps everyone feel like equal members of the team
- Always do a round of introductions if you have new members
- Make it fun! Consider making your meeting a potluck, with time to socialize in addition to meeting. Think of activities that will act as icebreakers and help you get to know each other better (for example, “Tell a story about a time when...”)

### Internal Communication

Effective internal team communication is important. It helps everyone feel included in the campaign and allows people to collaborate. You don't need anything too high-tech. Here are a few ideas:

- Email listserv. You can simply hit the “reply all” button on your email, or if you want to get fancy, try creating a [Google Group](#).
- Facebook page. Create a private facebook page (separate from your group's public facebook page) where your members can share and discuss articles, creative ideas, etc.
- [Google documents](#). Google documents allow you to share and co-write and edit word documents and spreadsheets online. They are very helpful!

Try to create an approach to internal communication that makes sure people are up-to-speed on campaign developments, but aren't overwhelmed by the volume of communication. If you find you are sending and/or receiving too many emails, try meeting in-person more regularly.