

Community Resilience Building

Developing effective and lasting resilience by building social connectivity and imparting a sense of ownership among community members

Step 1 of 4	How	Why
Preliminary research	Conduct online research and abbreviated Groundtruthing to begin defining the community and the risks they might face	Large-scale community risks are typically identifiable via online research and provide a place from which to begin engagement
Step 2 of 4	How	Why
Build community leadership buy-in	Draw from Step 1 findings to identify and engage key community leaders	These core leaders will be the foundation of a community network and provide valuable insight and connections to other critical community members
Step 3 of 4	How	Why
Develop an activation plan	Work with the growing community network to determine activation points for establishing resilient civic, social, and community infrastructure	Nobody knows what a community needs and how to meet those needs like the community itself
Step 4 of 4	How	Why
Execute, iterate, expand, and evaluate activation	Begin executing on activation points while continuously measuring outcomes and iterating the approach to grow the social connectivity	Communities are complex and even the best plans require iteration to achieve the best results

Result: A stronger and more connected community, with greater self-sufficiency and the ability to respond to, withstand, and recover from adverse situations, as well as the perception of your organization as a leader in the community