Center For Neighborhoods
Neighborhood Institute

The FOUR PHASES of a COMMUNITY PROJECT

I.	**RECOGNIZE** and **IDENTIFY** a NEED.	"My alley is a mess. Has been for the longest time."
Why *How?*	**RESPOND** to the need by conceiving a PROJECT that finks your INSTINCT to ACTION.	"The City says they're all out of money. It's time to do something ourselves, or it's only going to get worse."
When? *Who (and with What)?*		"I know some of the folks around me have got to be as tired of this as I am. Let's do a cleanup ..."
	PLAN your Project.	Share the idea, and call a meeting. "At the end of the day, what exactly is it that we want to accomplish? What's realistic?" "How will we do this, and When? Who can I count on to help?" "What tools will we need, and where can we get them?"
II.	**ORGANIZE** the Project	• Schedule a date and location. For example, "First Saturday of April, 8 a.m. until noon, in the alley 14th Street alley between Jones and Smith streets."
		• Call on all the affected neighbors to recruit their involvement.
		• List, locate and borrow equipment and supplies. For example, "Maybe Brightside or the Department of Solid Waste Management can help."
		• Send out notices of the date, place, and time. Call everyone a night or two before to remind them.'
III.	**LEAD** a group effort	• Lead by example: show up a half hour early with the equipment and supplies all ready to go.
		• Work hard picking up stuff. If there's an idle hand, give them a plastic bag to fill. Clean up the alley. Give praise to your team, and celebrate a solid day's work.
IV.	**REFLECT** with your Team on what you've accomplished. **COMMIT** to your next step.	• Did you accomplish what you set out to do? Did we try to do too much, or not enough? Did I really involve others in the planning and execution, or did I do too much myself? Ask everyone involved what you should have done better, differently, or not at all. Ask them how things could go better the next time, and when should that next time be?
		• **Start planning your next Project ...**

If you send an e-mail or leave a flyer in your neighbor's mailbox, "Don't assume that they opened it; and if they opened it, don't assume that they read it; and even if they read it, don't assume that they remembered it."