

6/8/2020

To: Civic Canopy & East5Side United Leadership
From: Invisible Strategy Consulting

RE: Movement Makers Action Team Recommendations for East5Side United

The Movement Maker Action Team consists of resident leaders and non-resident members, most of whom are incentivized financially through stipends and EU contracts (both directly and indirectly). Participation and engagement within membership is presently marginal and inconsistent.

During Year 3, East5Side United might consider and evaluate the following recommendations to enhance both the collaboration and success of the Movement Maker Action Team:

- **Strategically Recruit Resident Members from Each 80205 Neighborhood.** The present Movement Maker Action Team lacks equal representation from each community neighborhood. EU should consider recruiting new members from each neighborhood within the 80205 zip code, current RNOs are accessible via the [City of Denver website](#). There are presently at least six RNOs within the target community, including Curtis Park, Cole, Whittier, Clayton, Skyland, and Ballpark. Greater inclusivity of neighborhoods will benefit EU's efforts and increase the efficiency of this action team.
- **Reevaluate Effectiveness of Incentivized Participation.** When community engagement is equated to paid work, organizations risk the same performance challenges of employee management. Further, as outside funding decreases, incentives are often re-evaluated and at times reduced or eliminated. We know that when incentives are reduced, "engagement" often follows. Financial compensation incentives are not a recommended ABCD tool or strategy for authentic community engagement.
- **Simply the Movement Maker Purpose and Use It to Determine, Assess, and Create Results.** The Movement Maker Action Team would benefit from focusing on a clearly defined, specific purpose to drive and guide its work. Members presently operate under a broad understanding of the team's purpose and do not recognize a shared or collective purpose. Confirming a simple, concise purpose will support attracting new resident leaders and community stakeholders to membership, as well as align the efforts and initiatives of current members, it will also support decreasing the team's siloed activities.
- **Intentionally Team-Build and Cultivate Relationships between Members.** Collective results of the Movement Maker Action Team are closely tied to effective collaboration within the team. The Movement Maker Action Team will benefit from intentional team-building opportunities and activities, leading to greater results, stronger engagement, and greater efficiency.
- **Cultivate Member Leadership Opportunities.** Each member of the Movement Maker Action Team brings a variety of talents, passions, and gifts to the initiative. Core leadership should intentionally cultivate and explore each member's talents, passions, and gifts, and then invite

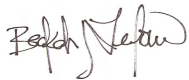
further engagement so that the team is not dependent on only one person in moving the team's efforts forward.

- **Respect and Value Members' Time.** The Movement Maker Action Team originated from a low-pressure, *come as you are, when you can* mentality. Now years later, this team would benefit from an increased level of structure. Members are busy, so advance notice and real-time access are important. Opportunities include:
 - Electronic invites weeks before meeting dates, so that members can plan accordingly
 - An online calendar indicating future event dates
 - An online holding site with real-time updates, meeting notes, and action team information
- **Create a Culture of Continual Education.** It's important to recognize that there are significant gaps in time between team convenings. It might benefit the Movement Maker Action Team to regularly (every other month, at minimum) revisit ABCD fundamentals and/or other relevant EU priorities during meetings. Further, new members should receive orientation materials that include ABCD and EU information.

These recommendations are grounded in both the ABCD approach and strengths-based team dynamics. Recommendations may or may not fit East5Side United's long-term vision for the Movement Maker Action Team.

Please contact me with any questions or if I can provide additional clarification.

Thank you,



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