

Suggestions To Organize And Keep Engaged Action Groups Thu

Apr 28, 2011 10:12 am

1. Engage people from the very first meeting and build a foundation

We recommend the format described in the document "Facilitating Activist Circles" for the first meeting of the group; and to have some unstructured time to get to know people, socialize or share a meal.

The group should set specific goals at the second (and possibly third) meeting, i.e. decide in which areas the group wants to focus its energy (see some examples in the document "Some recommended actions for non-GMO activists").

It is important for group members to have a basic education on GMO-related topics, so as to be able to educate others and feel confident on the subject. Because our website is full for information, we have prepared a summary with links in Key Resources on IRT Website.

We also recommend to people to take one of the many non-GMO speaker trainings offered by Jeffrey either by webinar or in person (all are listed on our website several months in advance). If your group is planning an event for which you need a speaker, you can find one on our website, or you can request one from Margherita (margherita@responsibletechnology.org).

2. Keep the group productive and feeling good

- Rotate leadership or have more than one leader to avoid burn out
- Divide up tasks and keep track of who does what

- Rotate responsibilities
- Recruit new members
- Create time for group reflection
- Hold an annual or semiannual retreat

- Keep your group informed, but not overwhelmed
Reinforce good group dynamics and address problems quickly and tactfully
- Remain flexible and creative in the face of obstacles!
- Have an agenda for meetings
- Express gratitude
- If possible, raise \$\$ (sell books, DVDs, shirts, etc.) and find sponsors, & offer members some perks (free massage / dinner) or keep fund for ongoing expenses -ie printing, refreshments, etc.
- Put sociable and appreciative people in charge of connecting with others

3. Inject fun and variety

- Celebrate successes
- Have pot lucks, meet at a restaurant, have social time
- Show videos or movie excerpts at meetings