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## EXERCISE

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### What Are Your Group's Resources?\*

While preparing the strategy chart, the group can conduct this exercise to identify the four elements in the “organizational considerations” column:

- Resources available for the campaign
- Resources still needed for a successful campaign
- Coalition or organization desires for the campaign (strictly for your internal organizational development)
- Internal problems in the coalition or organization which need to be addressed for success

**Supplies needed:** butcher paper, easel and pad of paper or chalkboard; dry-erase pens, markers or chalk; tape; sticky notes.

**Step 1:** Discuss the intermediate and short-term goals of the campaign. Make sure everyone is on the same page.

**Step 2:** Brainstorm the type of resources that are needed to accomplish your goals; for example, a good relationship with the chief of police, a full-time staff person for six months and more community-based support in District 5.

**Step 3:** Write each resource needed on a different piece of paper or section of chalkboard/dry erase board.

**Step 4:** Give everyone some sticky notes; ask them to think of resources they can contribute. Ask them to write each resource they can bring on separate sticky notes (e.g., if someone is a neighbor of the chief of police). Ask everyone to place their sticky notes (with their names on them) under the appropriate resource.

**Step 5:** Compare the resources needed with those offered on the sticky notes and determine which resources are missing. Make a list. Figure out what/who can fill those holes.

**Step 6:** Decide which internal organizational objectives you hope to achieve in the course of the campaign. Begin by brainstorming. These are not the campaign goals, but things to strengthen the organization to accomplish its tasks and be better prepared for the next campaign. For example, organizational objectives might be: identify two new leaders in the business community to support your mission, or, bring the churches in a particular neighborhood into the coalition. List the suggested objectives and rank them in order of importance.

**Step 7:** Brainstorm and list the internal problems that may develop within the coalition that could hamper the campaign; through group discussion try to arrive at solutions.