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SCORECARD

How does a resident in your community know what your church or community organization is doing?

Community change is usually a very gradual process. It begins with church members and neighbors working on one program or activity, then, adding another and another over time. Over time more neighbors and church members get involved bringing their gifts and participating in the positive changes they care about most.

Since the process of community transformation is gradual and incremental, at first it is almost invisible to many residents; it begins with those who are ready. Slowly participation increases, program and activities are added, activities move from being micro level changes to macro level changes. This gradual community development process is enhanced significantly when a church or community organization communicates the vision and progress being made to the whole community.

A **SCORECARD** is a communication tool:
- It communicates progress to the community on their shared vision and priorities
- It reaches more residents in the targeted community over time.
- It builds common vision and understanding in the community around shared vision
- It invites additional participation, more voices, more activities, more programs
- It encourages those involved already and gives them thanks, recognition and visibility among their neighbors
- It increases community identity, ownership and pride
- It celebrates progress in the community

What does a scorecard **LOOK LIKE**?
Each scorecard is unique. The following examples give ideas for deciding how to communicate progress on your vision.
- A report card (like a child's from school) sent to every household in the target neighborhood
- An Annual Report (most non profits have one sent annually to their donors)
- A monthly newsletter
- A semi-annual "door hanger" that volunteers put on all residential doors in the community.
- An insert in a shopper, a utility bill, a city hall mailing, or any "vehicle" that is delivered door to door in your neighborhood
- A public bulletin board in the Community Park
- A community website with reminders to residents to visit it each quarter to see the updates.

Harvesting Hope.

Connecting Community.

There are many tools that one can adapt to create a scorecard unique to your community. Redundant messages in more than one scorecard "vehicle" are best. Communicate as many ways as possible given your resources.

What is the **<u>CONTENT</u>** of a scorecard?
These are minimum contents, organizations can add what is helpful to them:
- State the community vision, goals, targets
- Show/celebrate progress the community is making in as many areas as possible.
- Highlight the residents doing the work;
- Invitations to participate
- Who to contact and how
- How to make a donation