



TENDING THE VINEYARD

Stewardship of Religious Property

Educational Sessions for Strategic Property Planning

SESSION 2 Tools and Techniques for Effective Membership Engagement

Following are tools and techniques to effectively engage members and help build consensus for major decisions at the end of the planning process.

1. Introduce the planning process early on so members have a common understanding of the process, timetable and roles, and have an opportunity to ask process questions

2. Establish a newsletter specific to the planning process to keep the planning process visible and so members have ongoing and timely information about progress and accomplishments

3. Design a creative "visioning" process to invite members' hopes and ideas about possibilities for the future

4. Convene small groups around questions to help prepare members for large group discussions at gatherings

5. Provide a glossary of important terms to ensure common understanding

6. Designate members of the planning team/committee to serve as liaisons to local communities

7. Survey members to invite formal feedback at key points in the process (e.g., identifying priorities to address through planning)

8. Constantly invite informal feedback through formal and informal communication channels at any time throughout the process

9. Actively take the pulse of membership throughout the process – especially at major progress points

10. Seek members' feedback about preliminary recommendations before final recommendations are presented

