

# Existing & Desired Communities

If you want to grow more relevant to more communities, the first step is to get clear on which communities you serve well and which you hope to engage in the future.

This is a 45-60 minute exercise you can do with board and staff colleagues. On this page, you'll find a facilitation guide. Page 2 offers a worksheet that might help.

## How to Do It

### Step 1: Reflect on your own

- Use the worksheet to list out communities you already serve well (“existing”) and those you would like to involve (“desired”).
- When it comes to desired communities, we encourage you to consider people present in your region but under-represented at your organisation.
  - Be as specific as possible, and try to avoid euphemisms. For example, instead of “young people,” you might write “creative teenagers” or “young professionals who are new to the city.”
  - If you find yourself avoiding naming markers of race, class, disability, sexual orientation, or gender, challenge yourself to include these terms.

### Step 2: Discuss with your team

- Share and discuss your lists and who you each think might be most important to consider building relationships with in the future. If you can, try to identify 3-5 priority communities to move towards.
- Take a step back to discuss the bigger picture. Some questions to get started:
  - What does under-represented mean in your context?
  - Why do you think these communities have not been involved in the past?
  - Whose voices might be important to your organisation’s next 5-10 years?
  - Whose voices might be important to your region’s next 5-10 years?
  - How might this discussion translate into specific targets or initiatives you might consider taking on as an organisation?



Every organisation has "existing" communities—people who are deeply involved—and "desired" communities—people who you wish were more involved. Jot down who you see in each category at your organisation amongst your audiences, partners, stakeholders, staff, and/or board.

## **EXISTING COMMUNITIES**

*(list people you do a great job involving)*

## **DESIRED COMMUNITIES**

*(list people you want to involve)*

## **TEAM DISCUSSION**

As a team, we are most excited about involving these communities:

We have questions or concerns about:



**OF/BY/FOR ALL**