

Citizen Base Strategy: Bagaimana Memobilisasi dukungan Komunitas?

Komunitas bukanlah penerima layanan organisasi kita. Mereka merupakan "stakeholders" organisasi. Sebagai stakeholders organisasi, komunitas hendaknya memiliki perasaan memiliki dan termotivasi terlibat aktif dalam organisasi. Baik melalui kontribusi tenaga, waktu, dana dan jaringan kepada kemajuan organisasi.

Kenyataannya memang sulit merubah orientasi kita terhadap komunitas. Mereka hanya diposisikan sebagai beneficiaries, atau paling jauh diajak berpartisipasi dalam merumuskan program atau dalam implementasi program. Padahal, komunitas memiliki potensi besar dalam membuat organisasi kita berkelanjutan. Berikut adalah beberapa tips memobilisasi dukungan komunitas demi keberlanjutan inisiatif perubahan sosial yang digagas oleh organisasi sosial.

1. Libatkan komunitas tidak hanya sebagai client, beneficiaries atau penerima layanan program. Tapi lebih dalam dari itu sebagai bagian integral dalam pencapaian misi dan visi organisasi
2. Identifikasikan sumber sumber daya potensial didalam komunitas, berupa asset sosial yang tidak terpakai optimal, tokoh tokoh masyarakat dan kelompok masyarakat yang berpotensi terlibat dalam pencapaian tujuan organisasi
3. Berikan perasaan memiliki kepada organisasi berikut programnya sekaligus, hingga komunitas merasa bertanggung jawab atas keberlanjutan organisasi dan dampak sosial yang digagas oleh organisasi.

Tips sederhana diatas semoga dapat membantu mendukung pengembangan organisasi dengan memperkuat basis dukungan komunitas. Dari yang sebelumnya bersifat pasif, menerima menjadi aktif, bertanggung jawab dalam memberi dukungan kepada organisasi secara lebih bermakna.



Mari Bertemu dengan Investee CBI dari Negara Lain : Men on the Side of the Road Project (MSR) Organizational Vision

Each day they gather, an estimated 18,000 males aged 15-60, at roughly 180 sites throughout South Africa. Always at the same major intersections come rain or shine, these are the men on the side of the road, waiting expectantly for contractors, homeowners anyone who cares to offer them a day's casual labor. Launched in 1999 in Cape Town, the Men on the Side of the Road (MSR) Project aims to build unity amongst this group of individuals.

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MSR was created when Ashoka Fellow Charles Maisel devised a way to employ the 18,000 males who gather at roughly 180 sites throughout South Africa waiting for a day's labor. Through a national marketing campaign, MSR initiated a massive tool drive for old, unused, and even broken tools, which can then be repaired and used by the day laborers. Instead of having to go to anonymous drop-off points to donate, citizens are asked to call MSR, who then sends out these day laborers to pick-up these tools directly from the community, thereby building a human connection.

Once renovated, these tools are then lent out or sold at discounted rates to the unemployed who pay membership fees to 30,000 tools to date worth been collected. They are second-hand retail shop, sells the refurbished tools. A them to retail in the poorer has directly sold \$20,000 The project partners with skills' training that focuses certain trades, job employment. Certified by stores, these workers gain a waiting for labor, since skills' quality.

This innovative solution has unemployment. Equipped

mental tools of labor, these workers have come together in Federations in order to increase their own success rate. Alongside MSR, they have built shelters, spread worker rights' education, and established partnerships with government agencies, unions and human rights organizations to improve their standard of living.



participate in the program. R300,000 (\$50,000) have stored in the Tools Shack, a run by volunteers, which sliding price scale allows townships. MSR's Tool Shack worth of tools.

corporations to provide on providing information on placement, and self-well-known hardware competitive edge when customers can trust their

solved more than just with both the physical and

Results

- Make use of untapped resources. Look for both people and assets in the community that are not being used to their potential. Employing and co-design solutions with those you are helping empowers them to make change.
- Prove your social commitment before asking for money. In this case, by asking for tools before donations, MSR built human relationship and trust in the community, which resulted in a greater supply of financial donations later on.
- Think outside of the box. Brainstorm at every level of your organization; draw on entrepreneurial friends for ideas; learn about organizations in different fields on different continents. Courageously come up with new strategies; and if your strategy doesn't work, don't be afraid to redesign it.

(Sumber : www.citizenbase.org)