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THE



**MOVEMENT
TOOLKIT**

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**A Step by Step Guide to Organizing a
Community-Based Reuse Network**

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Other Writings by the Author

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Preface

People around the globe are beginning to demand that reuse be taken more seriously, and champions of reuse are wondering how they can organize a local reuse movement to meet these demands in their communities.

A passion for reuse is certainly a strong component of building the reuse movement, but thoughtful planning and implementation are the keys to its long-term success. I wrote *The REUSE Movement Toolkit* to provide YOU – a change maker who uses reuse as the catalyst for the social, economic and environmental change you want to see – with ideas, tools, and guidelines to help you establish an organizing body (herein “Reuse Network”) to engage stakeholders and grow the reuse movement in your community.

In this toolkit, you’ll find a step-by-step guide on how to get your Reuse Network up and running, increase awareness about your work, find financial support for your worthwhile efforts, and continually improve your local Reuse Network through communication, assessment and evaluation tools. Hopefully these tips can readily be translated to best suit the situation in your community. After all, you know the situation in the place you live better than anyone else.

I hope you find this resource provides you with the tools; guidance and inspiration needed to start a Reuse Network and embark upon your reuse movement journey.

Please feel free to reach out to me to continue this discussion. If you have any comments about this primer and/or suggestions on improving it, let me know. Your suggestions will help make it a stronger resource for all to benefit from.

MaryEllen Etienne
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Acknowledgements

I would like to thank everyone – friends, family, colleagues, funders and other stakeholders – for everything they have done, and continue to do, to support my efforts to advance reuse.

At times my chosen profession has proven to be an uphill battle (and continues to be), but I’m thrilled to be involved with something I feel passionately about.

Several esteemed colleagues helped review *The REUSE Movement Toolkit*, and I would like to thank them for their valuable input and critique including Cat Fletcher, Jacquelyn Ottman, Kelley Carmichael Casey, Mary Beth Trautwein, Norm Ruttan and Sandie Parkes.

Introduction

By reading this toolkit I know two things about you: you're enthusiastic about reuse, and you have a compelling desire to help meet a need you see in your community—these are two wonderful characteristics. Kudos!

“**Reuse Networks**”, formal or informal groups that come together to support reuse, are urgently needed because far too many things get thrown away unnecessarily. People with excellent resources and/or practical knowledge may be standing on the sidelines waiting for someone to come and spearhead a group. By setting up a reuse network in your city, region or state/province, you can actively contribute to a more sustainable society. You can help create a society where everyone can find a place, where reuse resources and expertise is shared, and where valuable materials are exchanged and used in a responsible way.

Your passion for reuse is the key to building the Reuse movement in your area, but thoughtful planning and implementation are the keys to the long-term success of your reuse community group. This toolkit will provide you with ideas, tools, and guidelines that will help you establish an organizing body and to spur on the reuse movement in your community. This toolkit contains all sorts of practical tips to assist in setting up a reuse network for your community.

First things first – I would suggest you gain a solid understanding of reuse. You can do so by getting to know the definition below and by reading [The REUSE Primer](#). From there you can work your way through the toolkit. And if you need any further assistance, please feel free to contact me.

Reuse Defined

Reuse involves extending the life of a product, packaging or resource by 1) using it more than once with little to no processing (same or new function), 2) repairing it so it can be used longer, 3) sharing or renting it, or 4) selling or donating it to another party.¹

In terms of the waste management hierarchy, or the “3Rs”, reduce, reuse, recycle - it should be noted that even though reuse always reduces waste, source reduction - the “first R” - doesn't always incorporate reuse. Ideally, when products reach end of life (e.g. used, repaired, repeat) it would then be recycled, the last “R”.

While its definition is simple, reuse has many more facets. For more about the many sub-sectors of reuse and the drivers, challenges and opportunities related to reuse, please review [The REUSE Primer](#), which can be found within the Reuse Institute's online Reuse Library².

¹ Definition provided by Reuse Institute.

² An access link for the online Reuse Library can be found at <http://reuseinstitute.org/resources>

Getting Started

Most of this is fairly straightforward, but here's hoping having a step-by-step guide will be helpful on your path to getting your Reuse Network organized. Please note that there are numerous references to tools found on the Google platform, but feel free to convert this to whichever platform you feel most comfortable with.

Create a Job Description

Since you're most likely a volunteer this may sound like an odd place to start but it can help you determine what you are willing and able to spend your time on. You can also use it to help you communicate this to your planning team, herein referred to as the Reuse Network's "Steering Committee". An organizer's job may change over time, but it's a good place to start. And once the group gets going, there should be roles and responsibilities for the Steering Committee members as well. **Tips & Tools:** See Appendix A for a Sample Job Description.

Engage Early Adopters

The old adage "it takes a village" is as true with community building as it is with child rearing. So, first things first, you will want to find a few good people to join your effort to organize a reuse community group. Start off by contacting several reuse sub-sector organizations (e.g. thrift stores, building materials reuse centers, creative reuse centers, deconstruction firms, virtual materials exchanges, food rescue organizations, tool libraries, reusable goods manufacturers, etc.) and a few interested individuals willing to lend a hand. You can also reach out to environmental and economic development agencies of local government and sustainability coordinators within the business community and/or at local institutions. If you find that any of these organizations or individuals needs to know more information before they jump on the bandwagon - that's fine. Simply continue down the checklist with your early adopters and approach them again once you're more established. **Tips & Tools:** See Appendix B for the Reuse Sub-sector Overview.

The key to success is not to "go it alone". Successful reuse networks should have supportive leadership, active steering committees and engaged sub-committees to help carry out activities. Based on time constraints, commitment, and relevance to their organization's or personal objectives, different members may show markedly different levels of involvement. It's smart to create a broad leadership structure that can help weather these ups and downs. To do so, start with the following steps:

- **Form a Steering Committee:** You will need support to make this network thrive. A steering committee provides leadership to establish long-range goals, identifies the strategies and tactics to achieve these goals and then oversees their implementation.
- **Select a Chair or Co-Chairs:** Depending on your comfort level with taking on a leadership role, it would be best to seek out a steering committee chair or perhaps find a co-chair that can complement your strengths and stretches. The chair/co-chair will be responsible for planning the meetings and delegating tasks to members, and showing general guidance and leadership.

Determine your Basic Parameters

As your local reuse network founder, you can certainly tackle these next steps on your own, but it is better for the group's long-term viability to form a steering committee then gain consensus and buy-in on these "building blocks".

- **Establish your "Community"**: Some people define their community as a town/city, a county, a multi-county region, or an entire state/province. **Tips & Tools:** Steer clear of engaging a whole state/province right off the bat unless you have strong support from a state-/province-wide government environmental agency. Remember the saying "Think Globally, Act Locally".
- **Choose a Name:** Keeping it simple generally works best "Reuse <Community Name>", but this is your identity, so it's entirely up to you and your steering committee.
- **Determine your Mission, Vision and Goals:** You can fine tune this once you're more established, but get a basic sense of what you are looking to accomplish.

Gather Key Information

Research potential reuse network stakeholders through a variety of methods. The more progressive solid waste districts will have a list of reuse organizations that you can use as a starting point. Internet research is always useful, but you might save some time by simply asking the people you already know in the reuse community and getting ideas from them. Input this information into a spreadsheet that can be shared and added to. **Tips & Tools:** Create a simple spreadsheet with at least the following headers: first name, last name, organization, title, if applicable the reuse sub-sector they represent (see Appendix B), phone number, email, website, social media handles, committee membership, meeting attendance, comments, etc. It's helpful to occasionally sort this by sub-sector to see where you need to do more recruiting. See Appendix C for more information on setting up a spreadsheet. Once you get more established you may want to consider implementing a more sophisticated relational database.

Set-up Communications

Communications are vital to the success of any coalition-building effort, especially a volunteer-driven one. Start off the process by setting up these basic communication tools:

- **Set up an Email Account:** Once your parameters are set you should set up a free email account. Once your web presence is established (see below) you will want to go back in and compose a signature for you including all of the group's information. **Tips & Tools:** See Appendix C for more information on setting up an email account.
- **Pick a Phone Number.** For marketing purposes it is best not to use your personal cell phone. Instead I suggest setting up a forwarding service. The best thing about this is that if you pass the baton to another organizer you don't have to switch out the numbers on your marketing materials. **Tips & Tools:** See Appendix C for more information on setting up a voicemail account.
- **Create a File Share System:** You will want to establish an online sharing folder to easily collaborate on working documents, share finalized documents, and archive historical documents. **Tips & Tools:** See Appendix C for more information on setting up a file share account.

- **Start a Listserv:** You will want to establish or Listserv, discussion forum or another form of group communication/archiving in order send updates to your members without bombarding them with emails. **Tips & Tools:** Once you set up your listserv you can use it as an information dissemination tool and an archive tool for future stakeholders. Simply copy (CC) the listserv email address on any important updates such as meeting announcements or minutes. It makes it easier for new members to review old information and it is less work for you. See Appendix C for more information on setting up a listserv.

Establish an Online Presence

These days you simply if you don't have an online presence, you don't exist. It doesn't have to be complicated, take a lot of time or cost a ton of money, but it is absolutely necessary to establish your online footprint as soon as you have your basic steps taken care of.

- **Purchase a Domain.** Be sure to keep the name consistent throughout. You may want to buy several iterations of the domain (.org, .com, .net). **Tips & Tools:** You can keep the long-term costs lower by buying the domains for multiple years.
- **Set up your Social Media.** While there are numerous social media platforms to choose from, I suggest that you start simple and go with what works for best for you. Facebook is quite useful for gaining and engaging network members, while Twitter can be helpful for gaining general reuse awareness, and [Pinterest](#) is perfect for sharing images and ideas for creative reuse projects. [LinkedIn](#) and [Instagram](#) are also great options. **Tips & Tools:** To save time on social media, use a social media management service. Social media dashboards, such as [Hootsuite](#), allow you to post to all of our social media sites at the same time and schedule posts for the future.
- **Create a Logo:** Having a logo is a great place to start your branding. If you don't know a graphic designer, you can look on [Fiverr](#) to connect with a designer, or you can use the [SquareSpace logo builder](#) to generate a simple logo in just a few minutes. **Tips & Tools:** Once you've created a logo it could be handy to create a "members" logo that people can display on the website and/or a window cling people can display in their storefronts.
- **Set up a Website:** There are many free or cheap website platforms out there (e.g. [WordPress](#), [SquareSpace](#)) that are very easy to use. See Appendix C for more information on the types of content you will need to add to your website.

Develop your Marketing Materials

Most marketing is designed to get attention in a moment, create awareness among many, and persuade people to decide. Great marketing makes people care, creates affinity with a few over the long-haul, and helps people to feel good about their decisions. The best marketing achieve this by telling a story, and no one has better stories to tell than those in the reuse movement! Make sure your marketing materials conveys the triple bottom line benefits of reuse (environmental, social and economic) but also piques the curiosity of others by telling how your members are touching the lives of people in your community.

- **Print your Business Cards:** To gain traction you have to see yourself as a networking organization. It is important that you have a business card. The business card can be specific to you in your role as organizer, or they can be generic and be made available to all steering

committee members. While there are plenty of inexpensive online printers, we've seen some innovative reused cards - from stamps on old paperboard, QR codes inside used bottle caps, and stickers on a deck of pre-loved playing cards. The creative reuse possibilities are endless.

- **Create a Postcard:** There are many opportunities to become involved with business to business networking events and sustainability expos. It helps to have a quick hand-out to capture the interest in your group.
- **Set up a Newsletter Template:** Get your e-newsletter up and running to communicate with your network. Your newsletter, and email marketing, in general, should include a clear, attention-grabbing email subject line, an actual person as the sender, consistent branding/messaging, your group's [value proposition](#), a focused call-to-action (become a member, register for an event, etc), a relevant, engaging image, your social media links/buttons, and a second mention of your call-to-action. **Tips & Tools:** There are plenty of [email marketing services](#) to consider but many within the reuse movement currently use MailChimp. See Appendix C for more information on setting up an e-newsletter account.
- **Create a PowerPoint Presentation Template**
 - **Use an audience-specific focus for your PowerPoint.** The public won't be interested in the same things as a professional organization, and vice versa.
 - **Maintain consistent messaging.** Once you set up a look and feel for your group use it consistently. Use the same mission, vision, and other messaging from your other marketing materials. Consistent messaging and wording is vital to clearly promoting the goals of your group.
 - **Use simple formatting:** Pick a [style guide](#) and stick to it. Be creative, but just make sure it is [easy on the eyes](#). Be sure to use colors from (or close to) your website and other marketing materials, and keep the formatting simple – for example:
 - Titles: Centered, Calibri 44 point | Subtitles: Left justified, Arial 30 point
 - Text boxes: 9" w / centered | Text: Left justified, Arial 26 point
 - Line spacing: 1L / .2L / 0L

Launch Your Network

Now that your network is established, it is time to kick it off. An official launch will help you strengthen community buy-in, recruit stakeholders and generally increase awareness of reuse.

- **Pick a Launch Style:** You can start off by hosting a low-key meeting, creating an official “kick-off event” or doing something in between. If you opt for a kick-off event, consider adding a feature element. You can keep it simple by having a local dignitary provide welcoming remarks or you can make it complex by hosting a moderated “reuse roundtable”, screening a reuse-based documentary (e.g. Reuse! Because You Can't Recycle the Planet); or offering a fun add-on (upcycling workshop, swap event, etc).
- **Schedule It:** Choose a time, date and location that optimizes community participation and get it on local event calendars.
- **Distribute a Media Release:** Notify the media of all of the pertinent event details. **Tips & Tools:** See Appendix G for Media Release Tips, Appendix H for a Media Release Template.

Build Your Network

Organizing a Reuse Network takes a considerable amount of time and energy. To help increase your group's chance of survival, it's better to get enough people involved in organizing it and to share out all the various tasks from the very beginning. This will prevent the initiative from falling apart if one person drops out and at the same time helps to reduce the chance that someone will drop out because they have too much on their plate. Planning effective meetings, factoring in inclusivity, and keeping up enthusiasm are important elements as well. Please read on to learn more.

Plan Effective Meetings

We know why meetings are an important organizational tool - they can help you generate ideas, plan a mutually-beneficial course of action, solve problems, make decisions, encourage enthusiasm, provide a sense of direction and create a common purpose. Here are a few thoughts on how and when to run useful Reuse Network meetings:

- **Establish a Format:** Face to face meetings are best method for gaining consensus and community building, however, depending on the size of the community and/or the schedules of your participants you may want to have the ability for some people to call in when they can't make a meeting. You can also decide that for the sake of expediency you will hold all of your meetings virtually. It's up to you! **Tips & Tools:** If planning physical meetings are posing a challenge, you can use FreeConferencecall.com. See Appendix C for more information on setting up a conference call account.
- **Set a Date and Time:** Find out what time is best for the majority of your attendees. When you know what the group's availability is, go ahead and send out a confirmation email as well as a calendar item. **Tips & Tools:** When planning your Steering Committee meetings it's best to schedule them at least one week prior to group meetings to ensure sufficient time to change the agenda beforehand. To determine what date and time will work for the majority of your members you can send out a [Doodle](#) invitation. See Appendix C on how to use this scheduling service. Lastly, don't forget to send reminders! There is such a thing as too many emails, but your attendance rate will be higher if you make sure to add automatic one or two automatic "reminders" to your calendar item. We also suggest you remind people to "accept" the calendar items so they receive those automatic reminders.
- **Prepare an Agenda:** In conjunction with your steering committee craft and disseminate your meeting agendas at least 10 days before the meeting so people have time to prepare. The agenda will guide your preparation for the group meeting, and you can create supplemental documents for the meetings as needed. **Tips & Tools:** See Appendix E for a sample agenda.
- **Hold your Meeting:** Be sure the meeting chair, whoever that is, is actively facilitating the meetings so you get through the agenda and so there's adequate time for "other business" (open discuss) towards the end. **Tips & Tools:** Use some of your meeting time to identify other members: Inquire if anyone wants to participate in the Steering Committee. Present the opportunity as a way to play a more significant role in group decision-making. Often people will fear over-commitment, so make sure they know it will mean extra meetings, but

not to worry if they can't make every meeting. Take a sign-up sheet to the meeting. People who are serious about participating won't be afraid to volunteer.

- **Be prepared to Present:** Use your PowerPoint template to communicate the aims and objectives of your reuse network to those that may have not been involved from the beginning. It is important to offer a consistent message regarding your reuse network.
- **Tips on Decision Making:** Ideally group decisions are made by consensus, and lead to mutually-beneficial actions. However, this process can be unmanageable at times. To avoid this, define consensus as an approach that the majority supports and others can live with. There will be cases in which consensus cannot be reached and the group must either vote or accept that there will be no action on a certain issue. Sometimes having the group clarify in advance the kinds of issues that are charged will help to avoid problems later on.
- **Scheduling:** There's two veins of thought here - while there's something to be said for holding your meetings in at a consistent spot, I find that it's great to incorporate member tours and in that case you would rotate your location each time. If you're going for the latter I would suggest setting a regular day and time for your meetings, so that people learn to expect the meeting and will schedule around it.
- **Follow-Up:** Depending on how you organize (volunteer initiative, registered nonprofit, etc) you may not "meeting minutes" but it's always a good practice to take notes and follow-up with any tasks assigned during the meeting. **Tips & Tools:** See Appendix F for a Minutes template. If you don't need formal minutes, I suggest just creating a document with ongoing meeting notes. Make both the notes/minutes available by email and Google Group after your group meeting.

Build Internal Capacity

The first sign of a successful group is that you and the steering committee feel as if you can't handle all of the group's work. At this time it will be helpful to encourage the active participants to form sub-committees and/or task forces. I would suggest that you:

- **Consider Forming Sub-Committees:** A sub-committee is a long-term group that oversees a particular group of long-range activities. A task-force is generally are short-term and project-specific. If you have an event, project, or general area where you need extra help, propose to convene a sub-committee at the next network meeting. Some of the most common sub-committees include: governance (if you're organize as a formal entity), finance, programming, and marketing/outreach.
- **Encourage participation, to a point:** Some people volunteer far more than is appropriate both because of their enthusiasm at the time and because there may be group pressure for everyone to contribute. Keep reminding people that it is okay to say "no." Remember that network members will not always fulfill their commitments. The more directly your activities are related to the specific objectives of their organizational and/or personal interests, the more the network will accomplish. Encouraging members to participate in activities of their own choosing minimizes the possibility of some members over-committing their time and burning out. In all areas of coalition building you need to minimize complications, maximize relevance and encourage participation.

Perform Engaging Outreach

Building relationships with your broader community through grassroots outreach is a key component to the viability of any Reuse Network. Here are some ideas on how to plan your outreach programming:

- **Seek Out Ideas:** Your first outreach activity should not only be what the group really wants to do but also what is feasible to accomplish. There are two effective steps to deciding what your first activity should be. First, have a brainstorming session where the group can generate all of the potential ideas. Second, apply these options to an online survey tool, such as [SurveyMonkey](#), and distribute via email. This option acts as a voting mechanism for choosing what activity the group would like to do. A special note to gaining traction; be sure that people are “voting with their feet”. Don’t just ask if they’re supportive of these ideas. Make sure you are asking for commitments. Next to each idea you will want to include action-oriented pledges such as “I will lead”, “I will assist”, “I will promote”, “I cannot commit at this time”. The activities with the most pledged support should rise to the top. If there’s not a clear winner, the steering committee should come together and decide. In terms of types of activities, each network will have its own set of interests that are reflected in outreach choices. Find an outreach activity that fits the interests of your network and the needs of your community. A few examples are:
 - Sponsor a Reuse Day (i.e. a day where the community drops-off of reusables)
 - Organize a Repair Clinic
 - Host a screening of a reuse-based documentary (e.g. *Reuse! Because You Can’t Recycle the Planet.*)
 - Create and launch a marketing campaign
 - Align your group with an existing community environmental event (e.g. Earth Day, Sustainability Film Festival, County Fair, Green Drinks)
 - Create an online reuse map for your community
 - Establish an online “stuff exchange” for the community (e.g. iWasteNot Systems)
- **Take Care of the Logistics:** After the group selects an activity to plan, you will need to nail down the logistics such as when, where, key tasks with responsible parties and deadlines.
 - If this group wants to take on a large community event (e.g. Reuse Collection Day, Repair Clinic), you may want to form an event planning sub-committee to assist you with planning logistics, possible fundraising, and outreach.
 - If it is a smaller event (e.g. partnering with [Green Drinks](#)), you will simply have to secure a venue, plan speakers, and conduct basic public relations.
 - If the group wants to take on an awareness raising marketing campaign, you may have to seek out a pro-bono marketing firm.
- **Ramp up your Public Relations:** The major key to any event is high participation. This can be achieved by conducting a public relations campaign. You’ll want to:
 - Submit a media release to local media
 - Use your network to spread the word
 - Tap into social media
 - Request help from your well-connected members to publicize the event
 - Regardless of the activity you plan, if it’s a physical event don’t forget to bring your business cards and/or postcards for networking.

- **Be Sure to Follow-up:** After each activity, make sure to reflect on its success. Internally, make a note of what you did well, and what you could improve on for next time because practice makes perfect. Externally, be sure to inform your constituents on the outcomes of the activity.

Create a Broad-Based Coalition

To safeguard continuity it is a good idea to create broad support for your Reuse Network among different organizations. So don't limit yourself to environmental organizations but spread the net further to include a view of social and economic sustainability. This might include large corporations with employees that would like to volunteer with your members or schools wishing to provide young people with additional educational practical skills. Try and think of as many different types of organizations that could support their own goals by getting involved in your Reuse Network. By drumming up support for the initiative through these organizations, you can achieve the goal of getting people from all walks of life involved in the group's ongoing events. You therefore have a stronger chance of giving your Reuse Network a permanent place in your community.

Maintain Enthusiasm

People often ask me how can to maintain a reuse network's energy after the initial enthusiasm wears off. Here are a few ideas how to deal with this issue:

- **Set the tone:** If you're not modeling enthusiasm, all efforts to increase enthusiasm of your staff will fail. If you're having trouble summoning enthusiasm, try to understand why that might be and do something about it.
- **Select steering committee members who are supportive and optimistic:** It is almost impossible for negative individuals to maintain enthusiasm over time. If you're currently trying to turn around the attitudes of negative people on your team, stop wasting your time.
- **Give people jobs that are a good fit for their passions and talents:** People will be more enthusiastic if they're helping you in a way that allows them to spend more time doing things they enjoy. Don't have a natural researcher work on social media or vice-a-versa.
- **Have fun:** Creating a fun atmosphere is a talent. Not all leaders are really good at stimulating fun and that's okay. Simply delegate the task. Find the person on the team who's naturally good at this and ask for suggestions.
- **Celebrate successes:** Very few things are as motivational as success. Celebrations need not be time consuming or costly. A high five. Verbal or written congratulations. Applause.
- **Understand meaning — how are we making a difference:** People are more likely to maintain enthusiasm and motivation when they understand why their work is important in the world, and how they make unique, significant contributions to the success of the team. Ensure that every new employee understands the meaning of what they do. Refresh this understanding frequently.
- **The "What's in it for me?" question:** Every employee has unique needs, aspirations and values. Ensure that each person knows clearly how her/his individual needs will be met when successes are achieved.

- **Cultivate close relationships:** Create an environment that cultivates close relationships. Think about how enthusiastic any person is when they are looking forward to spending time with good friends. The more you do these things, the more enthusiastic, motivated and engaged your people will be.

Obtain Support

Will your group be an informal, volunteer-only initiative? Do you want start a nonprofit organization with a professional organizer who is paid for their time and effort? You and your steering committee members will be responsible for figuring this out and then finding the financial support your group will need. It's impossible to say exactly how much your programs and events will cost; as they vary widely depending on location and scope of work - but there are various options available to get financial support for your Reuse Network.

Government Support

Getting buy-in from the local municipal government is very important to your group's success. If there are no grant opportunities readily available, a great first step is to identify sources of in-kind support. Perhaps there's a civil servant, agency intern or work placement trainee who is willing to carry out certain coordinating activities in the context of their job. Perhaps your town or city council would be willing to financially back the initial stages of a local Reuse Network. If the effort is voluntary at the start the expenses needed to achieve your goals should not be too high, and hopefully the council government is supportive of reuse and its role in local sustainability. We hope all local governments would like to teach its residents about the importance of adopting a sustainable lifestyle, to reduce non-recyclable waste, to improve social cohesion in neighborhoods and to get groups its citizens more involved in community activities. In other words, make sure you approach your local government with your plans as soon as possible.

Grant Writing

Your steering committee should consider pursuing grants from foundations, corporations, or government agencies for your programs and services. If you're not an established nonprofit, you will most likely need to be fiscally sponsored by one to take advantage of grant opportunities. The advantages of grant writing are that you can potentially receive significant amounts of money that allow you to develop and implement new initiatives; once you have obtained one grant it's more likely that you will receive others; and receiving grants are a good way to build your organization's visibility and credibility. The disadvantages of grant writing are that you need to do time-consuming research on the granting agency before writing the grant; you an experienced writer who is familiar with your organization to tackle the proposal; competition for grant money is fierce and the success rate is low; there are strings attached to the money you receive - you can't do whatever you want with the funds; most grants are short term, so when those funds run out you have to start over. Some tips to remember if/when you engage in grant writing, include:

- **Needs Assessment:** Focus on your needs AND those of the potential funder (if it doesn't fit – don't try to make it fit, or in other words, "don't chase the money"). You must have a well-defined mission and you will need to find those funders whose mission fits well with yours.
- **Make the Case:** Be sure to know how to define the problem your proposal addresses, your constituents, and your group's strengths and weaknesses (if asked), and how you fit into the marketplace (it's most likely there's nothing quite like your group around, which is both a challenge and an opportunity when it comes to developing funder relationships).
- **See it from their POV:** Try to assess the funding environment through the eyes of a potential donor.
- **Stay positive:** If the funder turns down your grant proposal, don't be discouraged. Feel free to politely ask for feedback on why you were turned down and what you can do to improve your chances next time.

Corporate Sponsorships

Besides requesting support from your local government you should try and find local sponsors in the business community. Prepare a sponsor prospectus to highlight the benefits they will receive for their sponsorship. Then plan to get in touch with the business leaders (e.g. Chambers of Commerce; community foundations; businesses that might be supportive such as hardware stores, retail shops; and community groups such as Lions Club, Rotary Club). To convince sponsors about the value of your Reuse Network you will need to have a good reason for them to sponsor the initiative. When you have tangible "support" of the community, you will have a much more powerful story to tell potential sponsors. To do so you can keep tally of how many people take part in your events/activities, obtain evaluation surveys and quotes from participants, and take photos at your events (as they say a picture is worth a thousands words, so having pictures of your participants engaged in your work will provide a convincing picture to potential sponsors).

Fee for Service

Depending on your activities, you should consider charging a fee for some programs and services. The downside is that you create a barrier for people who have little money to participate, but the upside is that you're building a nest egg for your group long-term future. I would suggest that you keep your networking events, tours and group meetings free. On the other hand, if you're developing a full-day symposium with guest speakers and catering I think assessing a fee, however minimal; will help people acknowledge there is a value to this service. Ultimately, this is something for your steering committee to decide.

CrowdFunding

Crowdfunding is not for every group and/or every project. So, when is a good time to crowdfund and when isn't it? If your fundraising campaign isn't well-defined (in scope, time, audience and impact) I would suggest that crowdfunding may not be the right fit. Here's a brief list of considerations that can help your steering committee make that decision: Is your proposed project:

- **Limited in Scope:** Your donors will need an assurance that their gifts will make an impact. They want to know that a single donation will make a difference. Goals that are vague and lofty might intimidate people from joining. If you bring your scope of work down to earth - donors will be more likely to believe they're making a difference.
- **Short in Duration:** If you're looking to bolster your nonprofit's general fund, crowdfunding is not the right fit. Supporting the overall operations of an entire organization is too broad; it's a marathon effort, and crowdfunding is more like a sprint. Nonprofit crowdfunding campaigns work best when they run for a set period, which could range from one day to three months. Setting a deadline creates a sense of urgency, and for better or worse, plays up to the fear of missing out — as in, if I want to be a part of this, I need to do it now. Knowing that there's an end in sight encourages would-be donors to join the crowd.
- **Targeting a Specific Audience(s):** If you're trying to get everyone's attention - you will get nobody's attention? Try to focus your efforts on a particular group of people, not the entire crowd. It's okay to start with a small audience because eventually, these people will help you build community by inviting others to join them. It's basically bringing to life the concept of [friendraising](#), and it will have the most long-lasting impacts on your group.
- **Able to Quantify the Impact:** Being asked to give a large sum of money can be intimidating, and since we live in an "all-or-nothing" culture, you may end up getting no responses to your request. Show where the money's going by breaking down the campaign into smaller parts. If you're having a hard time doing this, however, it's a sign that crowdfunding is not the best fit for your campaign.

Evaluate Your Progress

Assessment is the systematic approach of collecting, analyzing, and reviewing data to improve our understanding of our impacts. In terms of this discussion, an assessment can give us insight into whether or not a Reuse Network is meeting its stated goals and objectives, and supplies us with meaningful information that can be used to improve programming.

It is a Reuse Network best practice to utilize assessment tools to establish internal feedback loops for your group's stakeholders. **Tips & Tools:** See Appendix I for the Stakeholder Survey Template. You may also want to consider creating external feedback loops for people who take part in your outreach activities and other programming.

In terms of meetings you may notice that some things may not have gone as planned, no matter how well you prepared. You may find out that there aren't enough of some reuse sub-sector representatives or too many of others, or that an essential reuse sub-sector is totally missing. We advise you to write down these experiences in an ongoing "debrief document" immediately after a meeting or outreach activity so things can run more smoothly next time.

During outreach activities I would also suggest you use some type of sign-in form, guest register or some other documentation to document any relevant data (zip codes, amount of donations, resources accessed, general remarks, etc). This will give you an instantaneous record of

statistics on these activities, and by collecting this data you can ensure that the Reuse Network is meeting the needs and expectations of those involved.

Find Inspiration for Your Work

I have had the rare privilege of laying the foundation, founding, organizing, growing and/or mentoring numerous Reuse Networks around the world, including the London Reuse Network, ReuseNYC, ReuseMN and the Connecticut Material Reuse Network and all of the Reuse Alliance chapters to date. I find it inspiring to see what can be accomplished when a few good people endeavor to be the change they seek.

There's a wonderful quote related to this particular subject by Margaret Mead, an American cultural anthropologist. She once said, "Never doubt that a small group of thoughtful committed people can change the world, indeed it is the only thing that ever has." I hope you will look at the reuse champions within your Reuse Network with the same appreciation and admiration.

It's also good to think of "reuse" as a key to learning what works with Reuse Networks – that is, to learn from best practices rather than "reinvent the wheel". Aspire to learn from others, whether it is within the global environmental field or from an altogether different type of coalition taking place right in your community, and always remember that you can learn from failures just as well as you can learn from successes.

Request Additional Assistance

I work closely with [Reuse Institute](#), a nonprofit organization dedicated to increasing awareness of reuse through educational events, training services and research projects; and [REUSE.International](#), a social enterprise helping advance the global reuse movement. Both of these organizations are helping "resource-up" environmental, economic and social equity advocates around the globe so they can help make more reuse happen in their communities.

Through these organizations I help provide the reuse movement with a variety of open-source resources to get you started on your reuse journey. Once you're ready to take it to the next level, my colleagues and I can provide specialized training, such as Master Reuser, and educational and inspirational events such as ReuseConex. We can also help your Reuse Network get started off on the right foot by facilitating a "reuse roundtable" to help launch your group and/or by providing one-on-one mentoring. We're ready and able to help out, just give us a shout.

Best of luck with your Reuse Network – be sure to keep in touch and let me know how you are progressing on your reuse movement journey!

About the Author

After MaryEllen Etienne’s chance viewing of a PBS special on reuse, she was spurred to take a cross-country adventure that allowed her to reconnect with a thrifty upbringing. For 20 years since that experience, MaryEllen has been working in the ‘wonderful world of reuse’ and is now the CEO of [Reuse Institute](#) – a nonprofit dedicated to increasing awareness of reuse through educational events, training services and research projects, and the producer of [ReuseConex](#), the first and only international reuse conference and expo.



MaryEllen has extensive experience in finding new markets for reusable materials, conducting reuse industry research and improving reuse operations. She provides ongoing input into the industry’s growth and development, and helps businesses, municipalities, and nonprofits incorporate robust reuse policies and strategies into their sustainability efforts. Recently, MaryEllen contributed to the development of a national standard for sustainable resource management training programs and the nation’s first certification for zero waste facilities and professionals. MaryEllen is the founder of Reuse Alliance and a co-founder of REUSE.International and Creative Reuse Association. Prior to Reuse Institute, she ran Reuse Alliance and ReuseNYC and worked at London Community Resource Network, NY WasteMatch, Materials for the Arts and AmeriCorps VISTA.

MaryEllen is on the board of directors of Association of Ohio Recyclers, Reuse Institute, SCRAP USA, and is on the certification boards of the National Recycling Coalition and the US Zero Waste Business Council. She received her degree from the State University of New York at New Paltz. MaryEllen originally hails from New York but has made Dayton, Ohio her new home with her husband and son.

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- [Twitter.com/maryellenetienn](https://twitter.com/maryellenetienn)

Appendix A: Reuse Network Organizer Sample Job Description

The Reuse Network Organizer will coordinate the development and implementation of Reuse <Community Name> and its programs and services. The Organizer will help oversee a range of activities that include, but are not limited to, the following:

A. Group Development

- Organize and maintain the administrative needs of the group.
- Recruit members.
- Coordinate meetings (scheduling, set agenda, take/distribute minutes).

B. Marketing and Outreach

- Write and distribute a regular (monthly, quarterly) e-newsletter.
- Develop and release press releases as deemed necessary.
- Establish relationships with members (schedule meetings, tour their facilities, etc).

C. Other

- Develop and implement special events, research, and other projects.
- Plan and coordinate projects assigned by the Steering Committee and/or inspired by members.
- Keep informed of reuse sector news, events, and research.

Appendix B: Reuse Sub-Sector & Material Lists

The overall reuse industry is comprised of numerous sub-sectors which handling a range of materials. You will find here a list key sub-sectors and commonly exchanged materials. Please keep in mind there may be additional sub-sectors and/or material categories in your community or there may be ones listed below that do not apply.

Reuse Sub-Sectors
Antique Shops
Architectural Salvage Firms
Book & Media Resellers
Building Materials Reuse Centers
Clothing Resellers
Computer Refurbishing
Consignment Stores
Creative Reuse Centers
Deconstruction Firms
Food Rescue Organizations
Furniture Banks
Junk Removers (if they seek out reuse of materials)
Kids Gear Resellers
Materials Exchanges (e.g. Freecycle, Freegle, Kijiji, Reuse Marketplace)
Medical Supplies and Equipment
Office Furniture
Office Supplies and Equipment
Remanufactures
Rental Equipment/Service Providers
Repair/Refurbishers – Clothing
Repair/Refurbishers – Computers
Repair/Refurbishers – Furniture
Repair/Refurbishers – Other
Reusable Product Manufactures
Reusable Product Resellers
Sharing Service Providers (e.g. car share)
Sporting Equipment Resellers
Surplus Asset Management (e.g. Business/Institutional)
Thrift stores
Tool Lending Libraries
Upcyclers (e.g. artists & design shops)

Reuse Material Categories
Architectural Salvage
Art & Crafts Supplies
Books
Building & Landscaping Materials
Children's Items
Clothing
Commercial Materials and Industrial Surplus
Computers
Food (food rescue)
Household Supplies and Furniture
Media (e.g. games and music media in the form of CDs and DVDs)
Medical Supplies and Equipment
Office Furniture
Office Supplies and Equipment
Rental Products
Rental Services
Reusable Commercial Products (e.g. pallets/transport packaging)
Reusable Consumer Products (e.g. moving totes, diaper services)
Shoes & Accessories
Sporting Equipment
Sharing Services

Appendix C: Technology Guidance

Email Account

- Go to gmail.com
- Click Create an account
- The signup form will appear
- Finally, review Google's Terms of Service and Privacy Policy, click the check box, then click "Next Step"
- The Create your profile page will appear
- Your account will be created, and the Google welcome page will appear
- Once you have logged-in, create a signature. Use this signature template as a starting point:
 - <Full Name>
 - <Title>, <Group Name>
 - <Email>
 - <Phone>
 - <Website>
 - <Social Media Handles>
 - *Click <here> to sign up for our newsletter!*

VoiceMail

- Go to google.com/voice
- Login with your Google account (or register if you do not already have one)
- Select a phone number you want to use. If you can select one with the word "reuse" (#73873) in it. If that's not available just go with the main area code in your community
- Keep in mind if you synchronize your cell phone to your GoogleVoice number, your GoogleVoice voicemail recording will replace your cell phone voicemail recording

File Sharing

- Go to drive.google.com
- Create an account
- Create a folder
- Upload documents you want to be "read only"
- Create documents on google drive that you want people to be able to edit
- Invite people to share
- You can give assign access levels (view, edit)

Listserv

- Go to groups.google.com
- Click "Create," and fill in the requested information. (It's good to keep the listserv name and listserv email a consistent format: Reuse<Community Name> and Reuse<Community Name>@googlegroups.com
- You will receive a link to confirm the creation of your group. Once confirmed you will want to personalize your listserv accordingly, with a welcome page, etc.

Email marketing

- Go to mailchimp.com
- Click “Sign Up Free.” For consistency, you’re your username “Reuse<Community Name>.”
- Fill out the necessary information and click “Create My Account.”
- You will need to check your email in order to activate your account
- Fill out the necessary contact information and then click “Get Started.”
- MailChimp will guide you through the set-up process in three simple steps
- For more questions about getting started, click [here](#)

Conference Call

- Go to freeconferencecall.com
- Click on “Get free service”
- Enter your name, email, and how you heard about Freeconferencecall.com. Click submit.
- You will automatically receive your number, access code, and instructions about how to use Freeconferencecall.com
- Note: You only need one number (so save that page), and can dial-in at anytime, without reservations. Simply give your attendees the time, number, and access code and you’re ready to conference call

Scheduling Tool

- Go to doodle.com
- Click “Schedule an Event”
- Give the event a title, location, description, and your contact information
- Then you will be presented with a calendar. Select the dates and times when your meeting can occur. Click “Next”
- You will then have the option to change the settings. It’s always prudent to offer an *If need be* option in case your attendees have flexibility in their schedules. Click “Next”
- Send the invitation with your own email using a link that Doodle provides, or through Doodle itself. If you have other information to discuss with your attendees, it may be less confusing to simply send the email from your Reuse Community Group account
- You will receive an email when someone *Participate in the poll*. Wait until the majority of respondents have participated in the poll before selecting the most popular date and time.
- Selecting the most popular date and time can be done by logging into Doodle and selecting to *Close the poll*. You’ll be able to see the most popular date and time
- After you select your meeting time, you should send out a Google Calendar item (see Appendix 15) to the invitees. It is the best way of allowing people to add the meeting to their calendars and offers convenient email reminders before the event

Calendar Item

If you are a Gmail user, simply go to the toolbar at the top of the page (on the Google homepage or on Gmail). Select Calendar

- Scroll through the calendar until you see the date and time you want to set-up the meeting. Then, select the time period (For example: Under the date, click and hold from 9am to 10am)

- Google will ask you to fill in *what* the event is. However at this point, click on *edit event*
- Name the event, make sure the date and time is correct, and include where the event will be held and any other descriptive items. Here you can also *add reminders*. Note: If you are hosting a conference call, it is easy to put the number and access code into the *where* space
- At the right hand side of the page, you'll see *add guests*. Here you can add people to invite by typing in their email addresses
- Click "*save*". Google will ask you if you want to send invitations at this time. In order to email your attendees about the meeting, click "*yes*"
- Remind your invitees to accept the calendar item so they receive automatic reminders.
- Although your attendees will have your meeting in their calendar, as will you, it's useful to send out a quick email to offer one last reminder

Website Basics

This is certainly not the only way to create a website, but here is some basic content to start off with, and you can build it out as you grow:

- Home Page – <Introduce the group: Reuse<Community Name> is a network of businesses, nonprofits and interested individuals who lend their time, effort, and expertise to promote/advance reuse. To find out how you can get involved in our local reuse community, please contact our organizer (connect page).>
- Our Work – <This space is designated for what your group will do, and any unique projects assigned to your group.>
- Our Team
 - Steering Committee List
- Connect with Us – <Use this section to provide your contact details and hyperlink to your social media pages.>
- Get Involved! – <How website visitors can become involved with your group.>
 - Meetings
 - Events
 - Subcommittees – You may not have any right now (besides a Steering Committee), but as your group develops, you can advertise the tasks and projects specific subcommittees are working on at any given time.

Appendix D: Newsletter Template

Here are is a reuse network electronic newsletter template, feel free to modify as you see fit:

<Logo> | <Newsletter Name> | <Edition> and/or <Date>

Dear <FirstName>!

We would like to thank you for your interest in **Reuse <Community Name>**. In this newsletter, you will find information about new and ongoing **events and programs**, and a profile of this month's featured member - **<XYZ Reuse>**, a reuse program/center that <add teaser>.

As always, we rely on our members and friends to continue spreading the word about reuse. You can show your support for the Reuse <Community Name>'s work by becoming a member today.

Sincerely,
<Signature>
<Full Name>
<Title>
Reuse<Community Name>
<Email>
<Phone>
<Website>
<Social Media handles>:

Click <here> to sign up for our newsletter!

Featured Member

{Use this part of the email to highlight a featured member of your group. Generally, Steering Committee members and active group participants are great options to start with. When you select the featured member, make sure to request a quote from the organization to include in the newsletter with your own comments and any pictures they want displayed.}

Our Events & Programs

Make sure to note and describe any upcoming events and also summarize past events for those individuals whom were not able to attend. This is also a great way to remind people to attend upcoming events as well.

News from the World of Reuse

At the end of the email, include the following about national and international reuse events and programs so members are kept informed of the bigger picture.

Bragging Rights for Members

By having the Reuse <Community Name> logo on your website you can help us spread the word about reuse and our growing network, it also shows your organization's commitment to reuse. To find out how you can obtain a Reuse <Community Name> logo for your website, please email us: <email>.

Side Bar

You can use the sidebar to add more content, including the following:

- **Join the Conversation** – A place where you can add a link to your Google Group
- **Get Featured!** – If you want people to request to be featured in your next e-newsletter, give them a few tips on “how.” This can be group specific (see suggestions about Steering Committee Members, etc above)
- **Reuse in the News** – Generally one or more of your members will be written up in newspapers, magazines, or the like. You can link an article to this section so the readers can see what kind of publicity your members are getting.
- **More about Reuse <Community Name>** – Add mission, vision, etc.

Lastly, don't forget to include your own contact information and links to your social media pages, Google Group and website.

Appendix E: Meeting Agenda Template

Here are is a meeting agenda template, feel free to modify as you see fit:

**Reuse <Community Name> Meeting
<Date>, at <Time>
<Location>**

AGENDA

1:00-1:30pm Welcome and Meeting Overview

- Meeting Chair: <Name>, <Organization>

1:30-2:00pm Tour

- Host: <Org Name>
- Tour Leader: <Name>

2:00-2:45pm Programs / Services Discussion

2:45-3:00pm Break

3:00-3:30pm Any Other Business

3:30-4:00pm Next Steps / Action Items

4:00-5:00pm Optional Networking

Appendix F: Meeting Minutes Template

Here are is a meeting agenda template, feel free to modify as you see fit:

**Reuse <Community Name> Meeting
<Date>, at <Time>
<Location>**

MINUTES

In Attendance

- <Add names, and organization name>

Regrets

- <Add names, and organization name>

Welcome and Introductions

- <Meeting Chair> called the meeting to order at <Time>.
- <Meeting Chair> welcomed the group and began by <agenda>.

Tour

- <Tour Leader> gave attendees a tour of the <Host>.

Programs & Services Discussion

- Membership:
- Outreach:

Next Steps/Action Items

-

Schedule Next Meeting

-

Meeting Adjourned

- <Meeting Chair> adjourned the meeting at <TIME>.

Appendix G: Media Release Tips

Here are some tips on writing a clear and concise media release:

Key Information:

- **Title.** Try to use a short, catchy title. If needed, add a subtitle to clarify.
- **Contact:** Use full contact information (full name, email, cell phone) and be ready and able to respond to all media inquiries in a timely manner
- **Date and Location.** Date of release (Month, Day, Year) and location of release (City - State/Province)
- **Background.** An introduction to your group (mission, vision, how you got started, what projects you'll hoping to work on, etc.)
- **Details.** The details about your news and its location, if applicable (address, telephone number, website [if available])
- **Quotes:** Add one or two quotes from someone pertinent to the release subject.
- **Acknowledge Partners:** Add organizations that helped get your group up and running
- **Follow-up information.** Provide website at a minimum, and email/phone if applicable.

More Background:

- **Be informative.** Cover the 6 Ws - Who, What, When, Where, Why and hoW. Journalists don't care if releases are perfectly written but they do care if key facts are missing.
- **Be concise.** Summarize the release in the first paragraph. Write the rest of your news release in logical order. Use simple sentences and short paragraphs.
- **Write in the third-person.** The less time it would take to turn your release into an actual news article, the more likely it is to be used by the media.
- **Add a Note to Editors.** Use an advisory when you want the media to attend your event and/or write a follow-up story. The advisory is particularly valuable in soliciting television coverage. Include a brief description of what will happen including who and/or what there will be to photograph. Likewise, tell them if there are supplementary materials related to the release subject are available. For example: photographs, copies of reports, and review copies of new publications can be offered to the media through such advisories. They must always include clear instructions on how the recipient can obtain the offered items.
- **Perform quality control.** Review for grammatical and spelling errors. Distribute the release as plain text (no complex formatting, no caps, etc.).
- **Time your releases.** Consider to whom you are sending it and the necessary timing. Most feature departments (business, arts/entertainment) and magazines have deadlines long before things appear in print. They need to get releases in advance. Weekly papers need releases just before their weekly deadlines. The daily media usually have reduced staffs on weekends and are better equipped to act on a release received on a weekday.

Appendix H: Media Release Template

Here is a media release template for a network launch based on the [AP stylebook](#), feel free to modify as you see fit:

Reuse <Community Name> Launches, Hosts Kickoff Event

<Network promotes, connects and celebrates local reuse-based businesses and nonprofits>

FOR IMMEDIATE RELEASE

Media Contact: <name>, <email>, <phone>

<Date>, <Year>. <City> – <State Abbreviation>. The Reuse <Community Name> announced the official launch of their group which is dedicated to <add mission>. Reuse <Community Name> will host a kickoff event on <date>, <time>, at <location>. The event will include a <meeting, presentation, a special event, etc.>. The event is free to attend but pre-registration is requested. You can register online at <link>.

Reuse <Community Name> provides information and resources on <add vision, objectives, etc>.

<Quote introduction>. <Quote>.

For more information on the Reuse <Community Name>, visit online at <website>.

###

About Reuse <Community Name>:

The mission of the Reuse <Community Name> is <mission statement>. The founding members of Reuse <Community Name> are <add founders>. For more information on the Reuse <Community Name>, visit online at <website>, by email at <email> or by phone <phone>.

Notes to Editor:

The Reuse <Community Name> Kickoff Event will include photo opportunities with <add local dignitaries, key groups>, and a <add special event, event details>.

Appendix I: Stakeholder Survey Template

Here are is a stakeholder survey template, feel free to modify as you see fit:

Reuse <Community Name> Stakeholder Survey

WELCOME

Thank you for taking the time to complete the Reuse <Community name> Stakeholders Survey.

GENERAL

1. How long have you been a member of this Network? <1-6 months, 6-24 months, 2 years+>
2. If you have held a leadership position, please check the correct role: <Chair, Vice Chair, Sub-Committee Chair, etc.>
3. If you have been a member of a sub-committee, please name: <Name Sub-Committees>

Please indicate the number that represents how satisfied you are with aspects of the network.

PLANNING AND IMPLEMENTATION Very Dissatisfied - Very Satisfied

- | | |
|--|-----------|
| 4. Clarity of the vision for where the Network should be going | 1 2 3 4 5 |
| 5. Planning process used to prepare the Network's objectives | 1 2 3 4 5 |
| 6. Follow through on the Network's activities | 1 2 3 4 5 |
| 7. Efforts to promote collaborative action | 1 2 3 4 5 |

Comments:

LEADERSHIP Very Dissatisfied - Very Satisfied

- | | |
|--|-----------|
| 8. Strength and competence of the Network's leadership | 1 2 3 4 5 |
| 9. Commitment of the Network to build and sustain a diverse membership | 1 2 3 4 5 |
| 10. Opportunities for Network members to take leadership roles | 1 2 3 4 5 |

Comments:

INVOLVEMENT IN THE NETWORK Very Dissatisfied - Very Satisfied

- | | |
|---|-----------|
| 11. Participation of influential people from key sectors and organizations | 1 2 3 4 5 |
| 12. Collaboration with local community/partner coalitions | 1 2 3 4 5 |
| 13. Help given to the local community to enable them to address their needs | 1 2 3 4 5 |
| 14. Location of meetings and workshop sites | 1 2 3 4 5 |
| 15. Frequency and duration of meetings | 1 2 3 4 5 |

Comments:

COMMUNICATION Very Dissatisfied - Very Satisfied

- | | |
|---|-----------|
| 16. Use of the media to promote awareness of the Network's goals/activities | 1 2 3 4 5 |
| 17. Communication among members of the Network | 1 2 3 4 5 |
| 18. Communication between the Network and the broader community | 1 2 3 4 5 |

19. Information provided on issues and available resources 1 2 3 4 5
Comments:

THE NETWORK Strongly Agree - Agree - Neutral - Disagree - Strongly Disagree

20. My abilities are used effectively 1 2 3 4 5

21. I am usually clear about my role in the Network 1 2 3 4 5

22. My time is well spent on the Network 1 2 3 4 5

23. I am satisfied with what the Network has accomplished 1 2 3 4 5

24. I feel that I have a voice in what the Network decides 1 2 3 4 5

25. I really care about the future of the Network 1 2 3 4 5

26. Members stay on task 1 2 3 4 5

27. Coalition meetings run smoothly 1 2 3 4 5

28. Members seem well informed 1 2 3 4 5

29. Routine matters are handled in a timely manner 1 2 3 4 5

Comments:

PROGRESS AND OUTCOMES Very Dissatisfied - Very Satisfied

30. Coalition's efforts to sustain itself over time 1 2 3 4 5

31. Progress in meeting the Network's objectives 1 2 3 4 5

32. Success in generating resources for the Network 1 2 3 4 5

33. Fairness with which funds and opportunities are distributed 1 2 3 4 5

34. Capacity of members to give support to each other 1 2 3 4 5

35. Capacity of the Network and its members to advocate effectively 1 2 3 4 5

36. The Network's contribution to increasing awareness of reuse 1 2 3 4 5

Comments:

OVERALL COMMENTS AND SUGGESTIONS FOR IMPROVEMENT:

<Leave open-ended space for other feedback.>

THANK YOU!

On behalf of Reuse <Community name>, I would like to thank you for your valuable feedback. We look forward to using these responses to improve operations and programming.