

MACG LISTENING CAMPAIGN

Nov 2017 through Jan 2018

A **Listening Campaign** is a time set aside in an organization – religious congregation, educational institution, union, community-based organization – for a series of conversations led by a team of individuals in which specific questions are asked to gain understanding and insight into the community and its members. Following the listening phase, the responses to the questions are collected and reflected upon. After this discernment process planning and action occur to address issues surfaced during the listening.

The purpose of the Listening Campaign is to:

- Build relationships
- Identify leaders
- Identify potential issues for action (e.g. within one or more institutions/neighborhoods, and/or across all MACG institutions)
- Engage people in conversation about things they value, such as:
 - Issues affecting family, friends and community
 - Past, present and future of organization

Listening Campaign Checklist:

- Form an institutional Listening Campaign Planning Team.
- Identify one contact for the campaign to connect with MACG, as needed.
- Set a timeframe (clear beginning and end of listening).
- Decide on listening structure (small groups, one-to-one conversations, etc.).
- Invite participation. Think carefully about how to get broad participation from the members of your institution. Consider utilizing groups already in place within your institution for listening, but also reach out to individuals who are not active. Who, in addition to members of organization, should be part of the process? Who else has a stake in the future of the organization?
- Identify and train leaders (both facilitators and scribes, ideally to alternate between roles). [Note: these are not necessarily Planning Team members.]
- Listen and capture stories.
- Evaluate after each listening opportunity. How did the questions work? Did they draw stories from people? If participants stayed in their heads, i.e. ideas rather than stories, what could be changed for next listening time? How did we do in facilitating the groups?
- Hold a Discernment Session (all participants invited) to reflect collectively on what was heard.
- Connect with MACG Listening Campaign leaders to ensure that pressures/stories of your members are part of the MACG-wide process.
- Make sure that your Campaign Planning Team and/or other members of your institution, participate in the MACG Listening Campaign discernment sessions.