

MACG **The Listening Campaign**

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 institutional action and external action (with other MACG member institutions)
- Engage people in conversation about things they value
- Build constituency

By identifying and developing leaders and issues, this process helps to grow and strengthen individual institutions and MACG as a whole.

The Listening Campaign is conducted using the following **methods/model**:

- One-to-One relational meetings with collective reflection at an institutional forum
- A combination of one-to-one relational meetings and house meetings (of 8-10 people), followed by an institutional forum
- House meetings in homes or in a meeting room of the institution, followed by an institutional forum
- Several small groups gathered in an assembly hall with individual group leaders and recorders, followed by an institutional forum. In this structure one leader can guide all small groups present through the house meeting process in unison
- Neighborhood house meetings conducted by leaders from MACG institution, where members of the local neighborhood or community where institution exists are the primary focus for listening. Leaders of institution hold an institutional forum after house meetings.
- The purpose of the **institutional forum** is to reflect on the stories that surface during the listening process; to ensure major themes are captured; and to cluster these into issue areas.

When a MACG-wide Listening Campaign is conducted, the institutional forum phase is followed by one or more discernment sessions for the purpose of identifying pressures and issues that cut across multiple institutions, and assessing whether there is sufficient commitment and energy by a group of people (minimum of 8-10) to form a research action team. This is decided through a vote of the member institutions at the conclusion of the discernment phase.