Building a Contact list

Work Together

Overview

If you’re just beginning the process of bringing together multiple stakeholders, start with people you know and develop a contact list of potential members from all sectors of your community. Consider both people with influence as well as those most affected by the issue.

Benefits

1. Involving influential people early on can help you get support for making big changes
2. Involving people most affected by the issue early on ensures that changes are informed by what’s really needed and wanted

# People with Influence

There are certain people in any community – some of whom may be influential themselves--who are likely to know just where the power and influence lies. Some key people are obvious. Particular political figures--state representatives, mayors, etc.--become key figures as a direct result of their positions. Other politicians--town councilors, for instance--may be more or less influential, depending upon their constituency and their political savvy. Sometimes it's the politician's aide, rather than the politician herself, who makes important decisions and really has an effect on public opinion. – Source: [Community Toolbox](http://ctb.ku.edu/en/tablecontents/sub_section_main_1083.aspx)

# People Most affected

Those affected by the problem or issue may vary greatly in social class, gender, race, ethnicity, sexual orientation, age, religion, or culture. It's important to be inclusive. Some of the most important participants could be people affected by the problem… Take special care to reach out to populations who are generally overlooked, discriminated against, and excluded. This includes reaching out to minority populations and people who are economically disadvantaged. –Source: [Community Toolbox](http://ctb.ku.edu/en/tablecontents/sub_section_main_1084.aspx)

# Process

1. Brainstorm a contact list of people you already know in your community.
   1. Consider **people from different sectors**: Education (public, private, early childhood, college/university, technical), Business (chambers of commerce, health insurers, employers), Public Health Department, Government (elected officials & their aides; municipal, county, state), Healthcare (hospitals & clinics, profits & not-for-profits), Community (United Way, YMCA/YWCA, Boys & Girls Club, faith-based groups, Salvation Army; information and referral service agencies), Grantmakers (foundations, community funds).
   2. Also consider **people who are already involved in civic groups** such as agency boards, advisory committees, neighborhood councils, local community organizations, social movements, and neighborhood improvement associations.
2. Use the list of potential people (next page) to begin constructing your contact list.
3. Target your outreach to those who have an investment in seeing the issue/s solved. Reach out to people personally, preferably by phone or face to face contact. For each contact, ask, “Who else should we be talking to?”
4. Build relationships as you go. Even if someone says they don’t wish to become involved at this time, they may be able to help at some future point.

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| Community | Business | Healthcare/Public Health |
| United Way  Salvation Army  Goodwill  YMCA/YWCA  Boys & Girls Club  Public Libraries  Faith-based groups, Religious leaders  Information and referral service agencies  Directors or staffers of health and human services agencies  Local agency board members  Local media representatives  Citizen groups: advisory committees, neighborhood councils, local community organizations, social movements, and neighborhood improvement associations | Chambers of Commerce  Health insurers  Employers (large and small) | Hospitals & clinics  Profits & not-for-profits  Mental health clinics  Family clinics  Public health departments |
| Education | Government | Grantmakers/Funders |
| Public K-12 schools  Charter schools  Private/parochial schools  Early childhood/preschools  Head Start programs  Colleges/universities, technical schools  School administrators, teachers, PTA members, school board members | Elected officials & their aides  Municipal, county, state  County board members, County Executive  Mayors  Public workers, liaisons  Local law enforcement  People involved in political campaigns | United Way  Community foundations |

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