

Concentric Circles Presentation

Presentation of Concentric Circles:

Concentric Circles is a tool which helps you assess the strengths and weaknesses of your membership, and to develop effective recruitment strategies that lead to strategic growth for your group/organizational Explain the circle in detail, and do an example starting from Community and building to Core. Start by asking who are you recruiting? Why? Of that group who are Community, Committed, Followers, Core?

Individual Work on Concentric Circles-1

Have people individually or in groups use worksheet one, labeled "Now." Tell them to pick a group that they work with. Then identify their real estimate of people involved for each category ring of involvement. Write the number in the space provided within the circles. Next think about the qualities and characteristics about each category, and write them in the spaces provided. For example, are there more elders than young people, more homeowners than renters, more men than women, more affluent than less affluent.

Either in Groups or as a whole

Discuss the charts briefly, and share some of the qualities they came up with in each category

Discussion as a whole

As responses from the groups (if done in groups). Were there qualities that were consistent at all levels? What were the qualities that were different from category to category? What are the qualities you are seeking at each level?

Individual Work on Concentric Circles-2

Have people individually or in groups use worksheet two, labeled "Goals." Using the same group that was identified in worksheet one, identify realistic growth goals for each category. Write the number in the space provided. The identify some possible activities in each category that will help you reach your growth goals.

Report Back and Discuss

Have each participant report back on their goals and activities, and get feedback and suggestions from the other participants on their goals and activities.

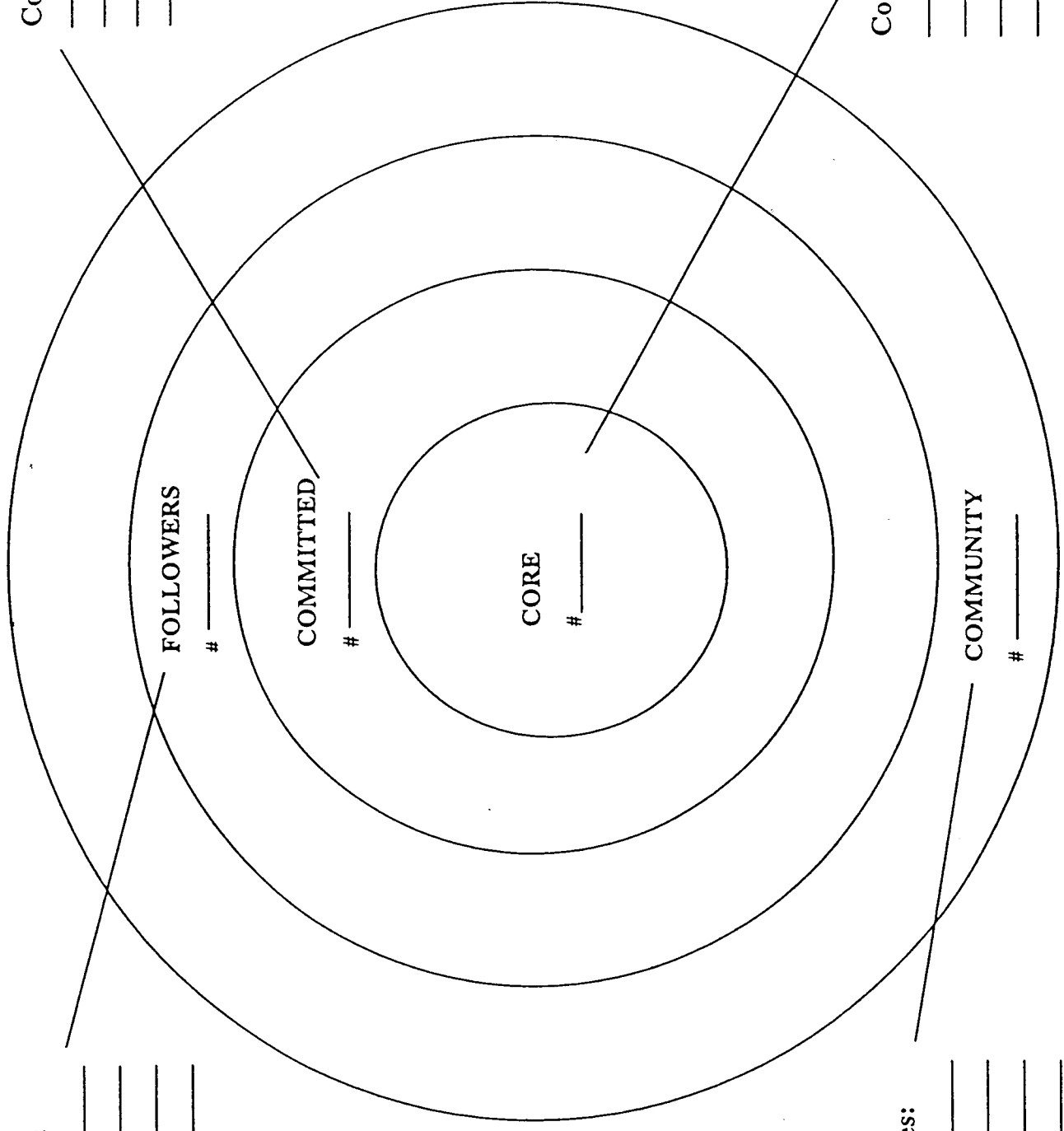
Wrap Up

Explain that the point of this exercise is to provide participants with a tool for assessing the strengths as an organization/group, and identifying goals to build participation and stronger groups.

Worksheet 1: MEASURING YOUR REACH → NOW!

Follower's Qualities:

Committed Qualities:



FOLLOWERS

COMMITTED

CORE

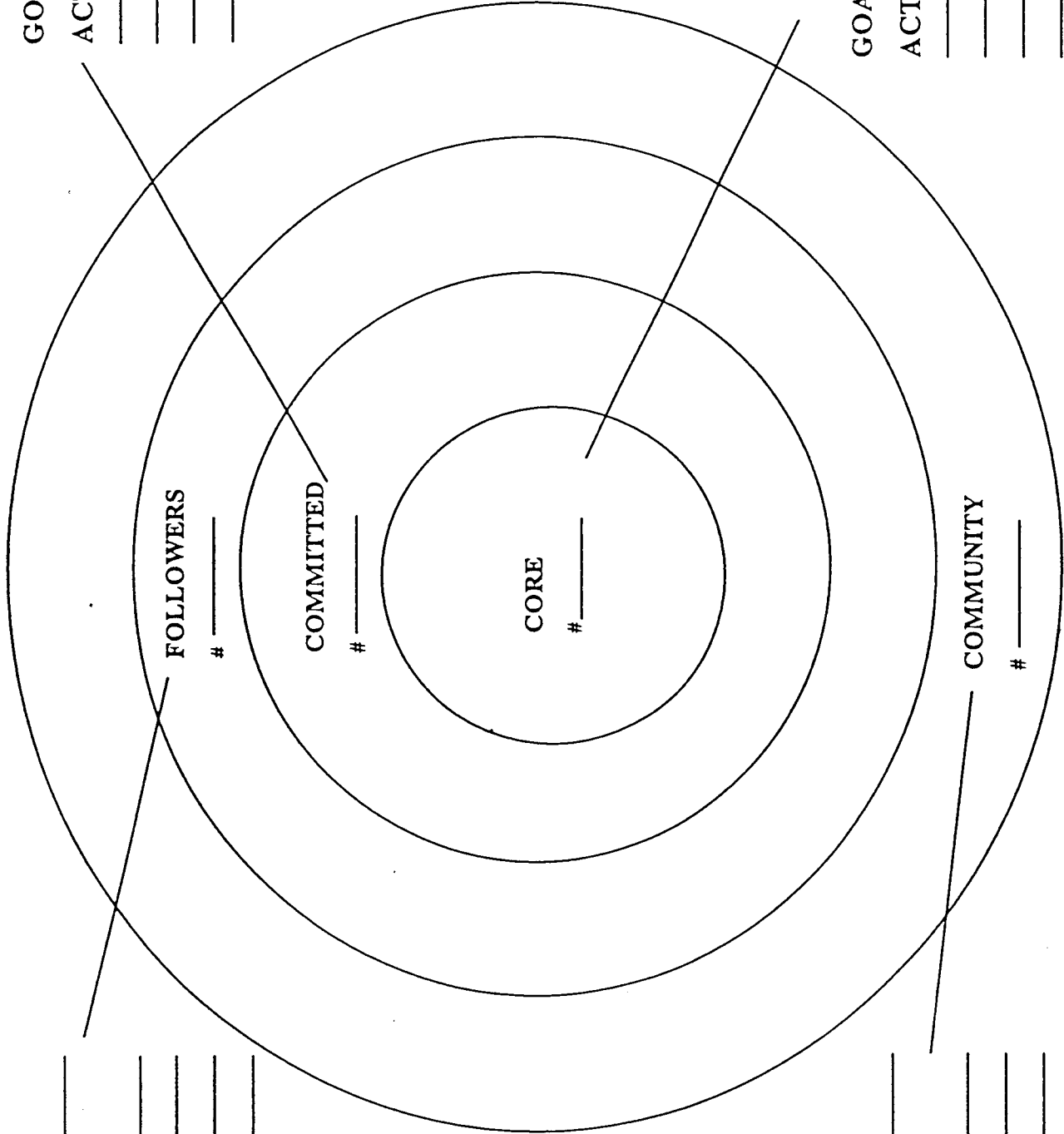
COMMUNITY

Community Qualities:

Core Qualities:

Worksheet 2: MEASURING YOUR REACH → GOALS

GOAL: # _____
ACTIVITIES:



GOAL: # _____
ACTIVITIES:

GOAL: # _____
ACTIVITIES:

GOAL: # _____
ACTIVITIES:

