



Community Benefit Project

Take steps as a group towards bettering the communities that you serve

TIME

45+ minutes



TEAM STAGE

Norming, Performing

MATERIALS

Poster paper, markers

SUMMARY

Take some time to reflect on the different communities that you serve and how to serve them better with an event or project.

SET UP

- This activity may take multiple meetings or classes to complete in its entirety. It is meant to help groups apply some of the leadership lessons that they have learned to a real event or project.

INSTRUCTIONS

- Ask each member of the group to define what the word community means. Once everyone has taken some time to think about this, ask a few participants to share out.
- Once everyone is on the same page about what community means, ask group members to think about all of the different communities that their organization serves.
- Choose one community that the group members believe they want to serve better in the upcoming weeks, months, etc.
- Brainstorm different ways to fulfill the needs of this community.
 - **Facilitator Note:** If group members are having a hard time thinking of projects to fulfill the needs of the chosen community, it will be beneficial to take a step back and actually brainstorm what the needs of the community are.
- Once the group has decided on a project, create an action plan to make sure that the project is on track for success. Key elements of an action plan include:
 - Description of the Event
 - Goals
 - Date
 - Time
 - Location
 - Task/Action Item List with Deadlines
 - Publicity
- Then, implement your project! Remember to conduct an evaluation afterwards to celebrate your successes and determine what could be improved for next time.

VARIATIONS

- The Community Benefit Project can be used to serve an internal or external group. Fostering the conversations about what communities the organization serves is critical. These communities can be within the school or organization, in the local area, or on a broader national or global scale.



VARIATIONS *(continued)*

- This activity can be used to help change or restructure how an existing event is run. Define the needs that the event seeks to meet, and then change elements of the event to fulfill those needs more effectively.
- This activity can also be used to focus in on the group itself and what is in need of change.
-  **Large Group:** To facilitate this activity for a large group, consider having some of the brainstorming sessions in smaller groups. Have each group decide on a proposed community and project, and then have the large group vote on which project to move forward with and action plan for, or move forward with several projects.
-  **Online:** To facilitate this activity virtually, use breakout rooms as necessary to to facilitate brainstorms and conversations. Use a shared document to track notes and compile an action plan. [\[Click here for video\]](#)
-  **Asynchronous:** To facilitate this activity asynchronously, set mini deadlines for steps such as defining the word community, choosing a community to serve, deciding on a project, and composing an action plan. Create a system for contributing thoughts and voting on ideas. For steps that require more collaborative work, such as putting together the action plan, encourage participants to find times that they can meet and work together on their own, at least in small groups.

DEBRIEF QUESTIONS

- What:
 - How did you choose which community to focus on and what project to do for them?
 - What was easy or difficult about planning the project?
 - So What:
 - Why is it important to think about the ways to benefit your community?
 - How does benefitting the community connect to the purpose of this group/organization?
 - Now What:
 - How can your group continue to benefit the communities that you serve?
 - What did you learn about planning and implementing projects that can help you in the future?
-  **Facilitator Note:** These questions can be used to guide your debrief, however, pick the questions that best match your group's experience and add or change questions as needed.