

A Mobilization Story Discussion Starter Guide

Purpose:

A Mobilization Story is intended to help people think differently about what United Way can do to create lasting change in communities. This **Discussion Starter Guide** is an engagement tool that can begin the process of exploring new roles for your United Way and how it can support change in your community. We encourage you to ask these questions in your own community and to share your findings with other communities.

Before you start:

- Think about what individuals, groups or stakeholders of your United Way you want to engage in a deep conversation about this story and what it might mean for your community. Your staff? Your Board? Committee Volunteers? Some key investor groups – Women’s Leadership Council, Young Leaders, Tocqueville? Selected community partners who are working closely with you? Key community groups?
- Think about what you would like to see happen as a result of this discussion and plan accordingly.
- Be clear about how you will utilize the information generated by the discussions.

Instructions:

- Read *A Mobilization Story* prior to the group discussion.
- Make note of anything you would like to discuss/explore further.

Possible Discussion Questions:

- What most excited you about the story?
- What most concerned you about the story?
- When you read the story, where did you see similarities to the work you are currently doing? What was completely new for you?
- What potential benefits do you see for your community and your United Way in the story?
- If your United Way were operating as a mobilizing United Way, what would be different?
 - For you?
 - For your volunteers?
 - For your partners?
 - For your staff?
 - For your corporate partners?
 - In your campaign?
- If your United Way were operating as a mobilizing United Way, what new groups would you engage with? How would your engagement stay the same? How would it be different?
- What other things came up for you that you would like to discuss?