

Murphy / Cunningham

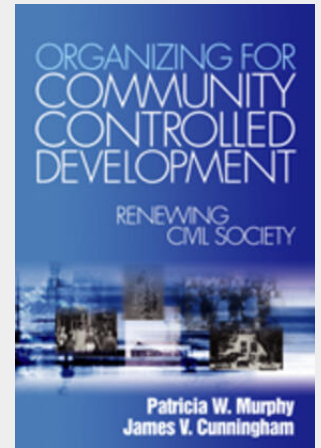
Organizing for Community Controlled Development

Renewing Civil Society

"It is a worthy book, with probably the best collection of resources anywhere for those trying to combine organizing and development."

--SHELTERFORCE MAGAZINE

Organizing for Community Controlled Development is about renewing and revitalizing local living places through shared grassroots work focused on stimulating racial unity, civic vigor, and economic fairness. It proposes a detailed model for understanding the communities we call home and for guiding residents and their allies to strengthen local assets, reduce distress, and make and control needed social, political, and economic plans for change. This book's coast-to-coast and beyond set of down-to-earth case studies aims at helping readers understand what are effective and what are ineffective methods for tackling renewal. Key Features - Cases and their assessments: These offer ways that small communities across the globe today can honor diversity and civic responsibility and build programs that promote and facilitate year-around participation, while maintaining fruitful links to the governments, businesses, foundations and other institutions that can provide essential resources for change - "How to" chapters: These chapters contain detailed, tested techniques for recruiting, planning, fundraising, communicating, leadership growth, and other skills and processes that are part of the book's model which combines community organizing and community economic development. - Suggestions on how and why authentic renewal groups can lay claim to resources adequate to carry out quality programs and projects with lasting impact: Throughout, the authors propose how organizing, planning, and implementation activities can be carried out with widespread inclusion of residents and other parties of interest, thereby insuring authenticity, ownership and support. - Technical chapters on making a long-range plan for a renewal organization: Making a plan for a small community and all its interests is covered from building social strength, securing adequate resources, building a community's financial assets, and creating affordable housing, to transforming a local shopping area, and boosting workforce development. Intended Audience: The book was written for students who aspire to work as community organizers, and all those who practice organizing and community development whether as volunteers or professionals.



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