

Using Workflows for your Mobilization Activities



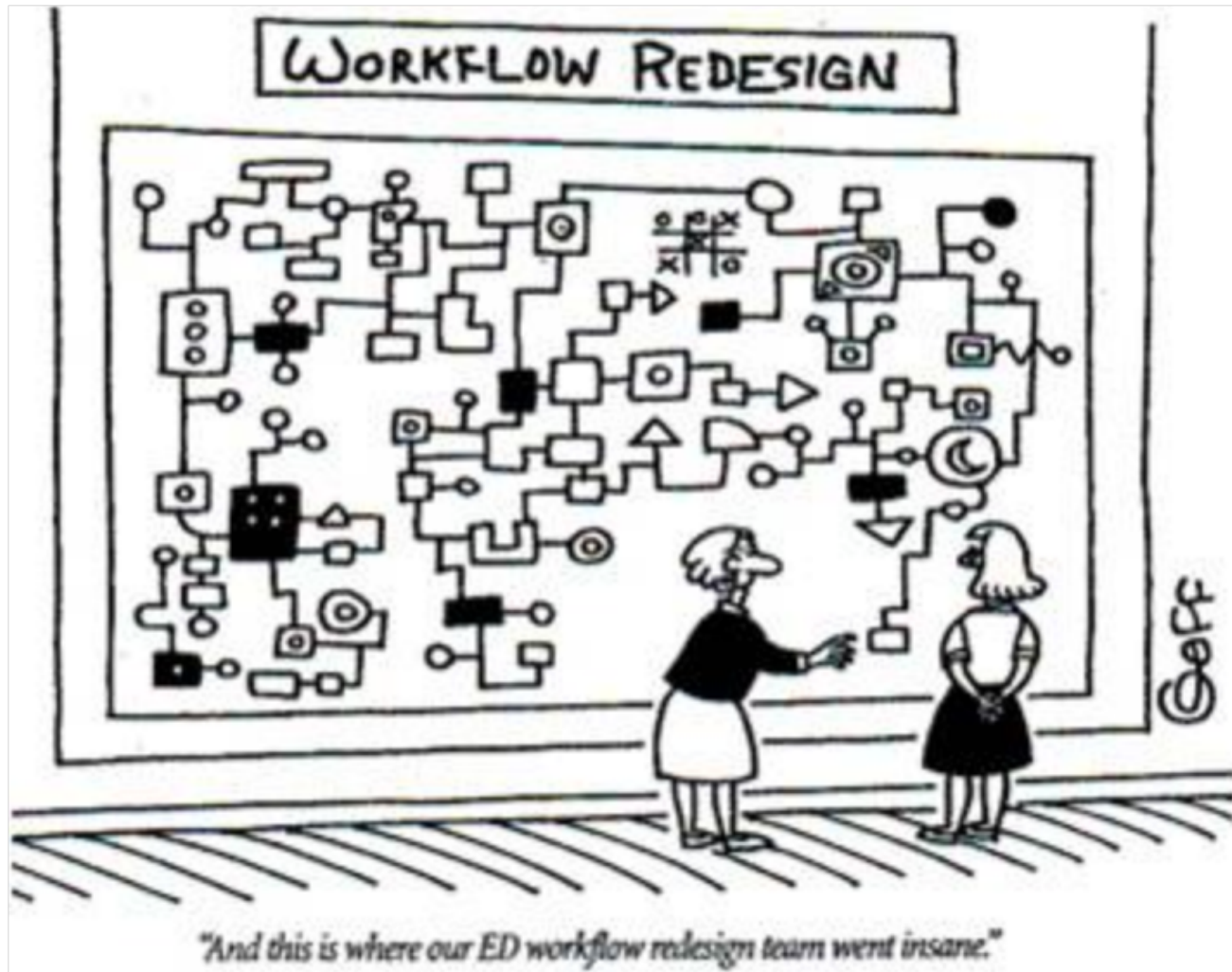
What we'll be covering:

- Look at how 'Workflows' can be a useful tool to plan your organizing activities
- Give an example of a workflow to describe an overview of volunteer management activities
- Show a more detailed of workflow for using PowerBase to organize a community rally




Why Workflows?



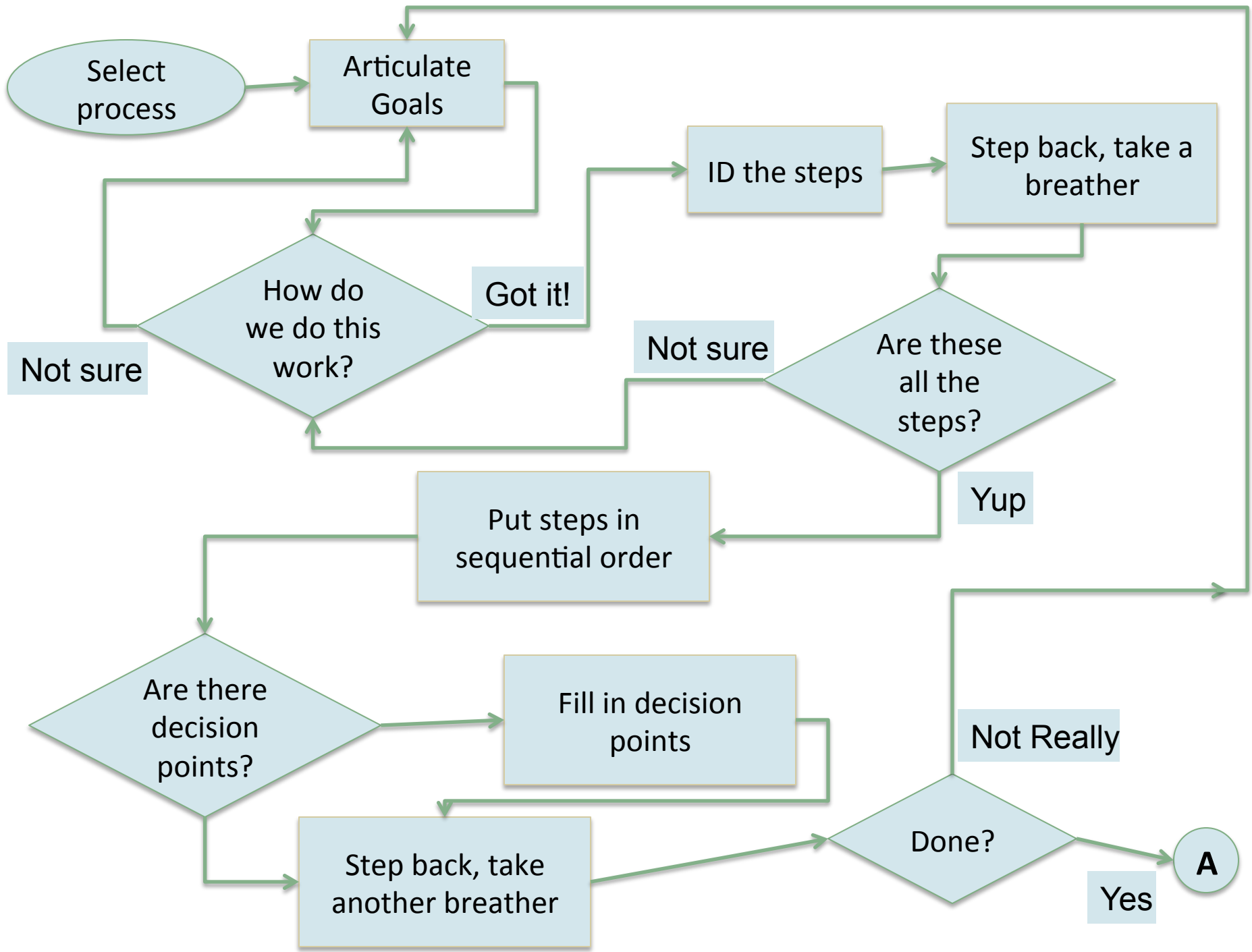


Workflow Takeaways:

- It's a tool to help you restructure, refine, and streamline your work – can use symbols/pictures or lists
 - When it's Visual – makes work obvious, quick
 - Start with Goals
 - Build up not down – start with what you know
 - It's a participatory exercise - can be done informally
 - It's just an entry point – start the conversation
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How to Create Workflow Map





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Let's look at a Campaign Workflow

Goal:

to organize a rally in the community against the building of a BSL-4 Biolab



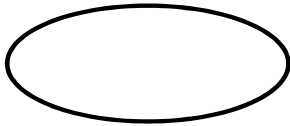
Creating a Workflow Map

- Choose a process you want to improve such as campaign, project, or activity, e.g. how do you develop leaders, or turn out members to an event?
- Articulate the goals or objectives of that campaign, project, or activity.
- Ask ‘how do we do this work?’ and identify the steps in the process by using rectangles for each step – Don’t worry about the sequence at this point. [you can write on post-its and move around later] – keep it broad for now, don’t get stuck in the details – you want to see it as a WHOLE process. HINT: Only map how you CURRENTLY do this work...the analysis comes later.

Creating a Workflow Map

- Once you've identified the steps, now put them in sequential order.
- Step back and look for where there needs to be decision points using diamond shapes. Then fill in more steps or activities as needed.
- Refine again, and start adding in the 'flow' of the process by drawing arrows.
- Make sure you add your inputs and outputs using oval shapes: what information comes into the process and what information comes out at the end of the process. Are there points in your process where you need more information?

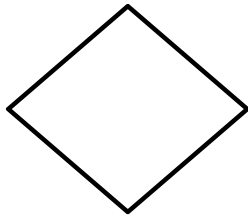
Examples of Symbols to use for Workflows



An oval shows the start or the inputs for a process and it can also show the end or the outputs of a process



A rectangle shows a task, a step, or an activity of a process



A diamond represents where a question is asked or a decision is needed



An arrow shows the direction or flow of a process

