

Project Roadmap

Getting Started

- Learn about the process throughout the community with a Coach, partner organization and/or staff person
- Inventory and explore community strengths and opportunities
- Identify formal and informal groups in the community and the connections between them
- Obtain support from community leaders and elected officials
- Explore community resources (human, in-kind, and financial) available for investment in Community Heart & Soul
- **Make collective decision to move into Phase 1**

Phase 1: Imagine (2-3 months)

- Define overarching Heart & Soul goals and geographic area
- Begin work on the Community Network Analysis
- Form and organize a Heart & Soul Team with a pool of volunteers for initial Heart & Soul activities
- Identify specific tasks/jobs and the people interested in those responsibilities
- Determine the Project Coordination plan
- Inform and link local officials/town government into Heart & Soul Team activities
- Develop core messaging and marketing tools
- Launch Heart & Soul in the community
- **Reflect and celebrate!**

Phase 2: Connect (6-8 months)

- Create a story gathering strategy using the Community Network Analysis as a tool to involve everyone
- Gather stories throughout the community
- Form story listening groups to summarize data from stories and strengthen community relationships
- Input all data from story listening into the Project Spreadsheet
- Share and celebrate stories throughout the community using multiple methods
- With community input, draft Heart & Soul Statements from story data
- Revise and validate Heart & Soul Statements with community input and Coach review and assistance
- Share final Heart & Soul Statements with the community
- **Reflect and celebrate!**

Phase 3: Plan (4-6 months)

- Continue to promote and share Heart & Soul Statements across the community
- Meet with town officials, partners and organizations to talk about how their work aligns with the Heart & Soul Statements
- Pull action ideas from stories and gather additional action ideas throughout the community, using Heart & Soul Statements as a framework for multiple gathering methods
- Prioritize action ideas with broad community input
- Begin drafting Community Action Plan with help from municipal and community leaders, community partners, and potential implementers to build shared ownership for prioritized actions
- Identify key implementers of the Community Action Plan and begin stewardship planning
- **Reflect and celebrate!**

Phase 4: Act (2 months)

- Adopt Heart & Soul Statements at local governmental and organizational levels
- Publicly acknowledge and promote Heart & Soul Statements throughout the community
- Confirm support from key community institutions for the Community Action Plan and involvement in stewardship
- Finalize Community Action Plan and share with residents, government, and community organizations
- Develop implementation strategy for Community Action Plan
- Incorporate Heart & Soul Statements in municipal plans including comprehensive plans, economic development plans, recreational plans, and organizational plans, where appropriate
- Activate Heart & Soul Stewardship Team and Stewardship Plan that includes government representation
- Establish system for monitoring Heart & Soul progress and reporting to the community
- Continue to integrate Heart & Soul values and practices into the community's planning and decision-making culture
- **Reflect and celebrate!**

Ongoing Practice

- Connect regularly with elected and appointed officials and municipal staff to maintain the ongoing practice of Community Heart & Soul
- Update local plans and documents as needed with Heart & Soul achievements and findings
- Monitor progress of the Community Action Plan and refresh the plan with new actions as needed
- Keep Heart & Soul Statements at the forefront of decision-making in your community
- **Reflect and celebrate the Heart & Soul of your community!**

Throughout Community Heart & Soul

- Apply the principles of Involve Everyone, Focus on What Matters, and Play the Long Game
- Use the Community Network Analysis while planning activities; continually review and add to the Community Network Analysis
- Engage local government and elected officials in Community Heart & Soul actions and decision-making
- Develop and sustain relationships with community organizations and residents to ensure support
- Promote and celebrate Community Heart & Soul achievements

