

Advantages

- You can create a leadership development program with few resources, empowering clients to take action on shared priorities
- You will gain the opportunity to present real-life compelling testimony to elected officials and the media in your area
- Excellent service-learning tool for students

Challenges

- Encouraging regular attendance is difficult, you may consider tangible incentives such as a completion certificate, attendance requirements to meet officials, and/or job recommendations
- You may need help developing a curriculum. Please contact Hunger Free America for more information, templates, or to inquire about starting a Food Action Board at your site

Steps to Success

1. Plan your curriculum

- Who are your target members?
- Engage others in schools, churches, neighborhoods, and local soup kitchens and food pantries
- Adapt your curriculum to your audience

2. Choose people who will lead your FAB

- Someone who is familiar with the issues on which you plan to advocate
- Someone with community organizing training and/or experience

3. Secure a location

- Consider churches or other religious institutions, community centers, schools, soup kitchens, food pantries, a local elected officials' office
- Explaining the work you are doing may encourage sites to donate the space for free or at a reduced rate

4. Recruit members

- Focus on smaller groups to ensure personal attention and relationships with every one are attainable (10-20)
- Reach out to people who have experienced hunger, discuss how your program could help them develop new skills and take action on policies that personally affect them
- Clearly explain the time frame, duration, expectations, and benefits

5. Define your goals

- Work with your audience to articulate your collective goals
- Agree on community norms of how you will all work together and communicate

6. Take attendance at meetings

- Maintain a level of commitment and engagement
- Reach out to members if they miss a meeting to see how you may assist them in attending the next meeting

7. Combine your training with real life experience as much as possible

- If you write letters to elected officials, make sure to send them
- If you practice talking to the media, reach out to media sources to cover your events
- A list of media contacts can be found here: www.50states.com/news

8. Recognize your FAB members' hard work

- Acknowledge completion of the program with a ceremony and certificates to build a sense of accomplishment
- Invite top FAB members to assist in leading new groups or encourage them to continue their existing group on their own

9.1

Start a Food Action Board Activity Worksheet

Key planning questions

What topics do you want to cover in your Food Action Board curriculum?

Who are your target Food Action Board members?

Where will you hold Food Action Board meetings?

When, how often, and for how long will you hold Food Action Board Meetings?

Who will facilitate and manage the Food Action Board? What is their contact information?

Developing collective goals

When setting collective goals with your Food Action Board about what you all want to accomplish through this community organizing project, use the method of *SMART Goals* described below to ensure your vision and work is guided by **specific, measurable, attainable, relevant, time bound** goals.

Specific	Specific goals are clear, thorough, and usually answer the five “W” questions: <ul style="list-style-type: none">• What do you want to accomplish?• Who is involved in reaching this goal?• Why do you want to accomplish this goal?• Where will this goal be accomplished?• Which requirements and guidelines exist for this goal?
Measurable	Measurable goals have mechanisms to measure progress towards achievement.
Attainable	Attainable goals are realistic and achievable while still pushing the organization or group to analyze past efforts and creatively planning ahead.
Relevant	Relevant goals encourage groups to accomplish work they feel is meaningful and worthwhile. The work associated should align with the group’s mission and values.
Time Bound	Time bound goals have a deadline to achievement. An ideal accomplishment date encourages progress and the use of a timeline to map out a plan of execution.

Brainstorm SMART goal components

What are
specific
desired
outcomes?

How will the
outcomes be
measured?

How will you
ensure the
desired
outcomes are
attainable?

How will you
keep the work
to reach the
outcomes
relevant?

What is the
time frame
for reaching
the desired
outcomes?