

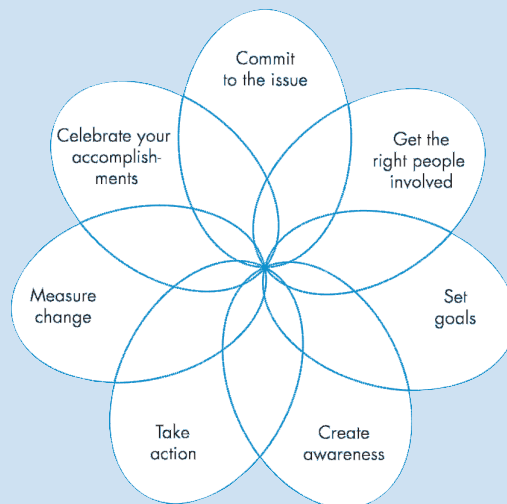
## How to use the Tool Kit

The **Everybody gets to play™** Community Mobilization Tool Kit consists of this User's Guide and an accompanying CD.

The Tool Kit is organized around community mobilization principles. This approach is based on the belief that local people can best solve local problems and that people support what they help create. In this guide you will find descriptions of the seven steps involved in community mobilization. They are:

1. Commit to the issue
2. Get the right people involved
3. Set goals
4. Create awareness
5. Take action
6. Measure change
7. Celebrate your accomplishments

Keep in mind that, although these descriptions make the process seem linear, community mobilization involves moving through the whole cycle, and parts of it, continuously. For example, you'll always be looking for additional "right people" and creating awareness among new groups in the community.



### Community Mobilization

After the description of each step involved in community mobilization, you'll find a box entitled "Resources." All resources listed are on the Tool Kit CD. They are divided into the following categories:

- The **Fact Sheets (FS)** have been designed so you can print and use them in presentations to municipal decision-makers, potential partners, funding bodies and other groups.
- The **Tools (T)** provide information, instructions, suggestions and materials to use as you're working to mobilize your community.
- The **Guidelines and Tips sheets (G)** provide useful advice, suggestions and information based on what other groups have done.
- The **Appendices (A)** contain materials you can use with the tools, resources you can access for more information, and background on the **Everybody gets to play™** initiative.

Read through the User's Guide and familiarize yourself with the resources on the CD. You can review the resources on the computer screen if you wish, or print them out and share them with colleagues and others in the community.

## --Tool Kit CD contents

### Fact Sheets

Why access to recreation matters .....	FS1 – Fact Sheets
Children, youth and poverty .....	FS2 – Fact Sheets
Youth at risk .....	FS3 – Fact Sheets
Barriers to recreation .....	FS4 – Fact Sheets
The benefits of recreation .....	FS5 – Fact Sheets
The case for recreation .....	FS6 – Fact Sheets
Factors in successful programming .....	FS7 – Fact Sheets

### Tools

The community profile .....	T1 – Tools
The organizational assessment .....	T2 – Tools
The community needs assessment .....	T3 – Tools
Building the case .....	T4 – Tools
Outcome-based planning (Splash & Ripple) .....	T5 – Tools

### Guidelines and Tips

Municipal government policy guidelines .....	G1 – Guidelines and Tips
Guide to effective Fee Assistance Programs (FAPs) .....	G2 – Guidelines and Tips
Guidelines for seeking community support .....	G3 – Guidelines and Tips
Guide to getting statistics .....	G4 – Guidelines and Tips
Guide to successful media coverage .....	G5 – Guidelines and Tips
Tips for developing a community report card .....	G6 – Guidelines and Tips

### Appendices

Additional resources .....	A1 – Appendices
<i>Everybody gets to play</i> <sup>TM</sup> backgrounder .....	A2 – Appendices
Identifying community strengths and resources worksheet .....	A3 – Appendices
Community Success Story Template .....	A4 – Appendices
Sample success story .....	A5 – Appendices
<i>Outcome-based planning (Splash &amp; Ripple) appendices</i>	
Sample activities workplan (with worksheet) .....	A6 – Appendices
Logic model worksheet .....	A7 – Appendices
Sample measurement strategy (with worksheet) .....	A8 – Appendices

**You will find a detailed Table of Contents on the Tool Kit CD.**