

MOBILIZING SHARED COMMITMENT

Worksheet Packet

THE WATERSHED EFFECT:

SMALL STREAMS
COMBINE INTO
MIGHTY RIVERS.

MEANINGFUL
INDIVIDUAL ACTIONS
CARVE OUT
REAL CHANGE!

FIELD GUIDE
FOR GROWING COMMUNITY POWER



DESIGNING MOTIVATIONAL ACTION

Mobilizing Shared Commitment Worksheet 1 (Page 1 of 2)

To engage others in ways that **build rather than drain resources**, leaders must design action mindfully. When people feel their work is **meaningful**, they're more likely to stay motivated, take initiative, and deepen their commitment.

Creating the experience for others to achieve these outcomes requires attention to the five elements of design outlined in the checklist below. **Using this checklist, you can evaluate tasks to determine how motivational they are and redesign them to make them more motivational. Multiple copies of this page can be made for each task you are designing.**

First Draft of Task Description:

Checklist:

- ☐ Task Significance - Impact of work seen.
- ☐ Task Identity - Recognized for "ownership" of a clear piece of work.
- ☐ Skill Variety - Use of a mix of heart, hands and brain.
- ☐ Choice - Space to make decisions about how to work.
- ☐ Feedback - Results seen with progress.

Updated Task Description as Needed:



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Mobilizing Shared Commitment Worksheet 1 (Page 2 of 2)

Once you have determined motivational tasks that need to be accomplished to reach your campaign's strategic goal, they can be organized into a **leadership ladder**. **Creating opportunities for team members to earn greater responsibilities as they contribute to the campaign** over time is another opportunity to create motivation and engagement.

This page can be used to organize your tasks into different levels. Multiple versions of this page can be printed as needed based on how many sets of tasks you are organizing.

Task Category: _____

	Task Description	Ladder Comparison
Level 1		N/A
Level 2		<p>Check off which task design elements are enhanced compared to Level 1:</p> <ul style="list-style-type: none"><input type="checkbox"/> Task Significance<input type="checkbox"/> Task Identity<input type="checkbox"/> Skill Variety<input type="checkbox"/> Choice<input type="checkbox"/> Feedback
Level 3		<p>Check off which task design elements are enhanced compared to Level 2:</p> <ul style="list-style-type: none"><input type="checkbox"/> Task Significance<input type="checkbox"/> Task Identity<input type="checkbox"/> Skill Variety<input type="checkbox"/> Choice<input type="checkbox"/> Feedback



ENGAGING REAL COMMITMENT

Mobilizing Shared Commitment Worksheet 2

To achieve meaningful, measurable outcomes, leaders must mobilize others to make clear commitments. Asking can feel daunting—we may fear burdening someone, being rejected, or taking on the responsibility of their “yes.” But when we do ask, we are giving them an opportunity to make a meaningful contribution to a cause they care about. Be clear and transparent about the work ahead, offer support, and respect their choice. Take responsibility for following up and helping them stay engaged.

The Four C’s of Mobilizing Commitment:

1. Connection: Share who you are, why you care about the cause, and ask how they’ve been affected—drawing on your Stories of Self, Us, and Place. Listen deeply. **Consider some of these key statements to get the conversation going:**

- Have you heard about the movement we’re building at _____? If not, let me tell you about it...
- How did you get started organizing? In what context? (on/off campus/in your community)
- How are you already involved with working on public education issues?
- [Tell them about your experience here, the people, and the _____ campaign being launched]

2. Context: Explain what you and your team are planning. Provide details about who your group is, the exact challenges that move you to action right now, the real hope, and a strategic choice **(Story of Now)**.

3. Commitment: Ask clearly if they’ll join you—name the date, time, and place. Listen closely to their response and follow up. **Consider these steps while planning your dialogue:**

- “Will you join me in launching this campaign to do _____ on _____ date? What do you think?”
- *Wait* for them to think and respond.
- Confirm the DATE, TIME, LOCATION. “Can I count on you to be there?”
- “Who else can you suggest I contact? Or would you like to help me recruit?”

4. Catapult: Thank them for their time, find a time that you can follow up in a few days, explain the recruitment process going forward. **If they say “yes,” honor it with meaningful work, clear responsibility, and a real path to act - give them the chance to lead.** (What roles are empty on your leadership team? What work needs to get done to prepare for your event? How could they help you?)

