



Creating an Action Plan for Your Hometown Pride Committee

What should your committee do? The answer is up to you. Here's how to identify a vision for your group and a clear action plan.

Step one: Understand Hometown Pride's Vision

Hometown Pride brings neighbors together to foster civic pride, enhance community amenities, cultivate local leaders and boost economic vitality. We want to empower ourselves and our fellow residents to improve our town together.

Resource: [What Hometown Pride Does and Example Projects](#)

Step two: Get to know your town's needs

Identify the unique strengths, challenges and goals of your town. Find out if your town has a vision plan, strategic plan or comprehensive plan - most towns have at least one. Work with city leaders to review the plans and identify unmet goals and challenges that Hometown Pride could work on.

If your town doesn't have a plan, or it doesn't provide you with enough direction, hold a community visioning workshop. Get residents and town leaders in a room together to discuss your town's strengths, challenges/needs, and goals. Your coach can help you host a successful meeting.

Resource: [How to host a community vision workshop](#)

Step three: Narrow down and prioritize

With the information from step 2, hold a brainstorming session at your Hometown Pride committee meeting – what does your group want to accomplish? The goal of brainstorming is to generate as many ideas as possible, which means wild ideas are welcome and criticism is on hold. Ideas can be broad (e.g. increase pride in our town) or specific (e.g. raise money for a trail in city park).

After brainstorming, your coach will help you narrow down which ideas your group is passionate about and ready to take on.

Tip: When choosing projects to work on, go where the passion is! The best predictor of success for a project is whether you have someone who is excited to make it happen.

Step four: Make a plan with an overall vision, short term actions, and long term actions

Vision:

- Confirm the broad vision that you're working toward. Use the vision in step 1 as a starting point: you can add to it, personalize it, or adopt it as is. Don't spend too much time wordsmithing – just make sure your group agrees on the big ideas.

Short term actions, e.g. “low hanging fruit”:

- 1 or 2 small starting projects that can be achieved in 3-4 months
- Require minimal resources/funding
- Consider partnering with an established organization
- Purpose of the short term plan: a “quick win” builds enthusiasm, attracts volunteers, and raises visibility. This part of the plan is about taking action and gaining momentum.

Resource: [7 quick, low cost project ideas](#)

Long term actions:

- 2-5 larger goals for the next 2 years
- Identify a rough timeline for achieving these goals. How can you take the first step today? What are your major milestones along the way: where should you be in 6 months? a year?
- Longer term goals require more persistence, but they can also be more exciting and inspiring. The quick wins of the “short term” plan, paired with the grander ambitions of the “long term” plan, will help keep your group motivated.

Step five: Revisit your plan in 6 months and then annually

Keep a record of your plan and refer back to it at future meetings. Consider including your vision statement at the bottom of each agenda so it is always there for easy reference.

Do a check-in after your first 6 months, and then do an annual update to your action plan.