



Community Transformation

P l a n s & P a r t n e r s h i p s



Discover how people like you who care about marriages and families can create

Community Transformation Plans that develop into

Community Transformation Partnerships that result in

Community Transformation!

W W W . F A M I L I E S N O R T H W E S T . O R G

Community Transformation Plans—Community Transformation Partnerships

Families Northwest is committed to making this region
the world's premier place for marriage, family life, and children.

This vision is accomplished by building strong families ... one community at a time.



CTP leaders representing six community partnerships, November 2005

Since 1996, Families Northwest has:

- Unified dozens of communities around a common marriage and family vision,
- Trained thousands of leaders on comprehensive marriage and family issues,
- Impacted millions of people with marriage and family insights, and
- Equipped many community's to transform marriages and families.



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Who's Attending?

name

organization

contact info

Community Transformation Partnerships—2006



www.lifeconnections4u.com



www.healthyfamiliesnampa.org



www.marriagefamily.org

THRIVING FAMILIES

www.thrivingfamilies.org



www.hfin.org



families203@hotmail.com

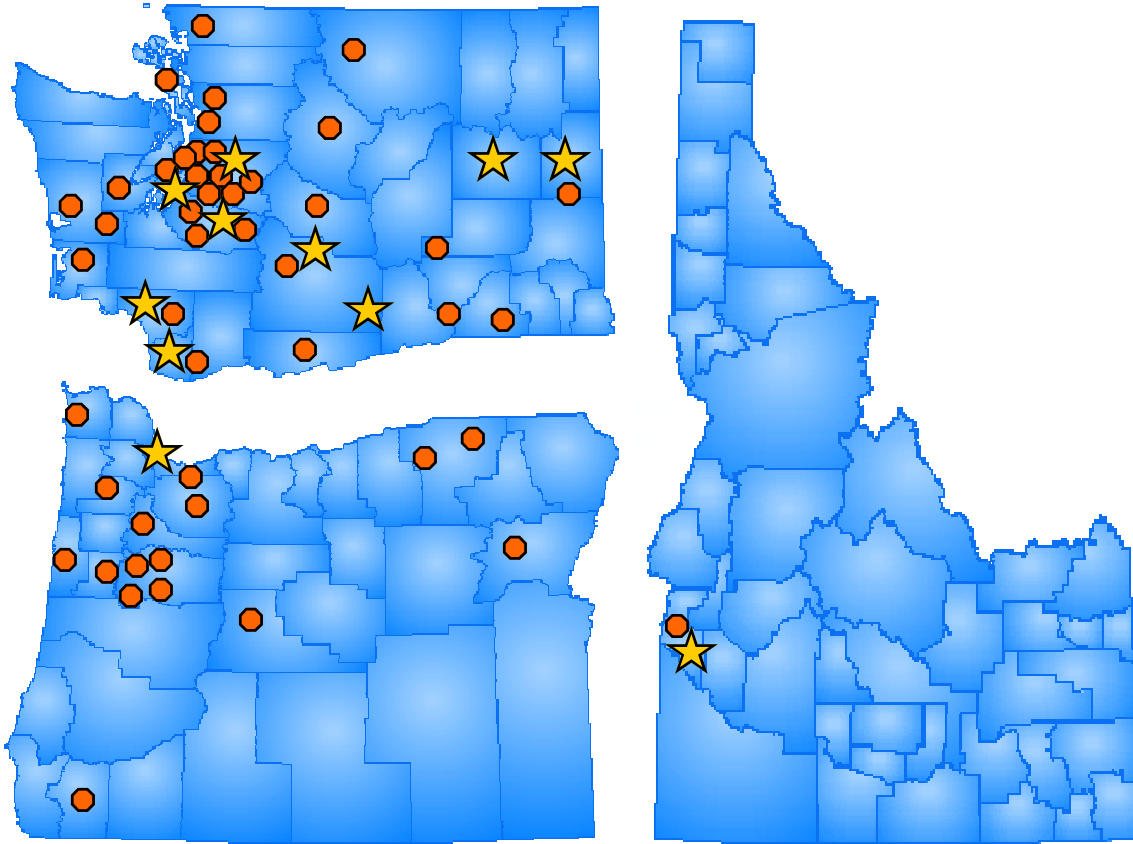
**Family Connections
Yakima Valley**

gs@gvnaz.org

Longview/Kelso CTP

jim@fathershousechurch.com

Northwest Communities Transforming Marriages & Families



★ = Community Transformation Partnerships

● = Marriage & Family Agreements

Life Connections

puyallup/sumner wa

Families 203

duvall/carnation/fall city wa

Kelso/Longview CTP

kelso/longview wa

Healthy Families Inland Northwest

spokane/inland northwest wa

Thriving Families

vancouver/clark county wa

Healthy Families Nampa

nampa id

Strengthening Families Network of Yakima

yakima county wa

Lakewood Marriage Project

lakewood wa

Family Connections-Yakima Valley

grandview/sunnyside/prosser wa

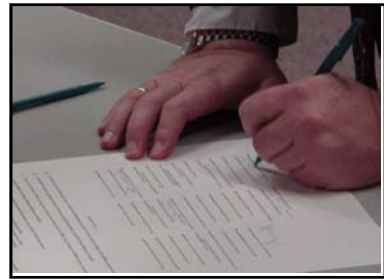
Marriage & Family Connections

portland/multnomah county or

Celebrate Marriage Lincoln County

lincoln county wa

Marriage & Family Agreements



Since 1996, over 1,700 Northwest churches from 50+ denominations have signed a Marriage & Family Agreement.

WASHINGTON

- Greater Spokane Valley
- Methow Valley
- Auburn
- Othello
- Renton
- Willapa Harbor
- Tri-Cities
- Enumclaw Plateau
- East Grays Harbor County
- West Grays Harbor County
- Gig Harbor-Key Peninsula
- Southwest Seattle
- Bellingham area
- Greater Yakima Valley
- Greater Eastside
- Wenatchee Valley
- Issaquah area
- Arlington area
- Greater Puyallup Valley
- Oak Harbor
- Federal Way
- Central Pierce County
- Klickitat County
- Kittitas County
- Marysville
- Southeast Tacoma
- Camas
- Walla Walla
- Kelso-Longview
- Lower Yakima Valley
- Mason County

OREGON*

- East Multnomah County
- Josephine County
- Milton-Freewater
- Lincoln County
- Baker City
- Bend
- Brownsville-Halsey
- Clatsop County
- Clackamas County
- Corvallis-Philomath
- Junction City
- Lebanon
- Salem-Keitzer
- Sweet Home
- West Umatilla County
- Yamhill County

**Many of the MFA's in Oregon were facilitated by Friends of the Family and one MFA was facilitated by Every Marriage Matters.*

IDAHO

- Nampa



Community Transformation Plans—Description, Roles, Stages

DESCRIPTION:

The Community Transformation Plan (CTP) is a three year relationship between Families Northwest and a local community to create a partnership that improves the health and success of marriages, families and relationships. As the local marriage and family landscape improves, the community will be transformed.

ROLES & RESPONSIBILITIES:

Families Northwest facilitates the CTP process, consults with local leadership, assists with capacity building and fundraising, trains leaders, and equips the community partnership to become a self-sustaining, locally-led, long-lasting, strategic and impacting force in the community.

Community leaders prioritize their time, energy and resources for the success of the CTP. The local community provides leadership to the CTP, gives input for the activities of the CTP, promotes CTP activities, assists in raising financial resources for the partnership, and recruits to expand influence in the community.

STAGES TO COMMUNITY TRANSFORMATION:

Families Northwest facilitates the process of the CTP by working with local leaders through each stage to create, develop, and sustain an effort that transforms the community.

- STAGE ONE:** Explore CTP Interest Level of Local Community Leaders
- STAGE TWO:** Determine Relationship Needs and Decide on a Community Strategy (Roundtable)
- STAGE THREE:** Create Community Transformation Plan (working group creates infrastructure)
- STAGE FOUR:** Launch Community Partnership, Build Capacity and Fundraise
- STAGE FIVE:** Unleash the Plan, Advance the Partnership, Transform the Community

PARTNERSHIP MODELS:

There are four Community Transformation Partnership models for communities to strive for:

- Multi-Congregational Partnership
- Christian Community Network
- Faith Community Empowerment Effort
- Multi-Sector Community Partnership

Community Transformation Plans—Potential Resources & Results

POTENTIAL RESOURCES & SERVICES:

- *Healthy Relationship & Marriage Education for Youth & Singles*
- *Pre-Marriage Education Programs and Resources*
- *Pre-Engagement Education Programs and Resources*
- *Intervention Services for Unhealthy and Unsafe Dating Relationships*

- *Marriage & Parenting Enrichment Services*
- *Stepfamily & Remarriage Education Resources*
- *Marriage Mentor & Family Coach Programs*
- *Parent Education Resources*
- *Domestic Violence Prevention & Intervention Services*
- *Intervention Services for Unhealthy & Unsafe Families*

- *Marriage & Family Agreement*
- *PREPARE/ENRICH Training*
- *Relationship Training for Service Providers*
- *Leadership Education Programs*
- *Community-based Website*
- *Local Media Campaign*

COMMUNITY TRANSFORMATION RESULTS:

- *COUPLES: increase rate of marriage success, increase marital satisfaction and health, increase pre-marital education participation, decrease cohabitation rates*

- *FAMILIES: increase the quality of family time, increase married, two-parent families, reduce out-of-wedlock births, and decrease domestic violence rates*

- *CHILDREN: enhance the relational health of parent-child relationships, increase rate of children raised by married mother and father, reduce teen pregnancy, decrease participation in high risk activities, unhealthy relationships, and unsafe families.*

- *COMMUNITY: enhance the relational health of community, increase family stability, create a community network of resources and services, diversify the types of services for families and couples*

Community Transformation Partnerships—Models

PARTNERSHIP MODELS:

There are four Community Transformation Partnership models for communities to strive for:

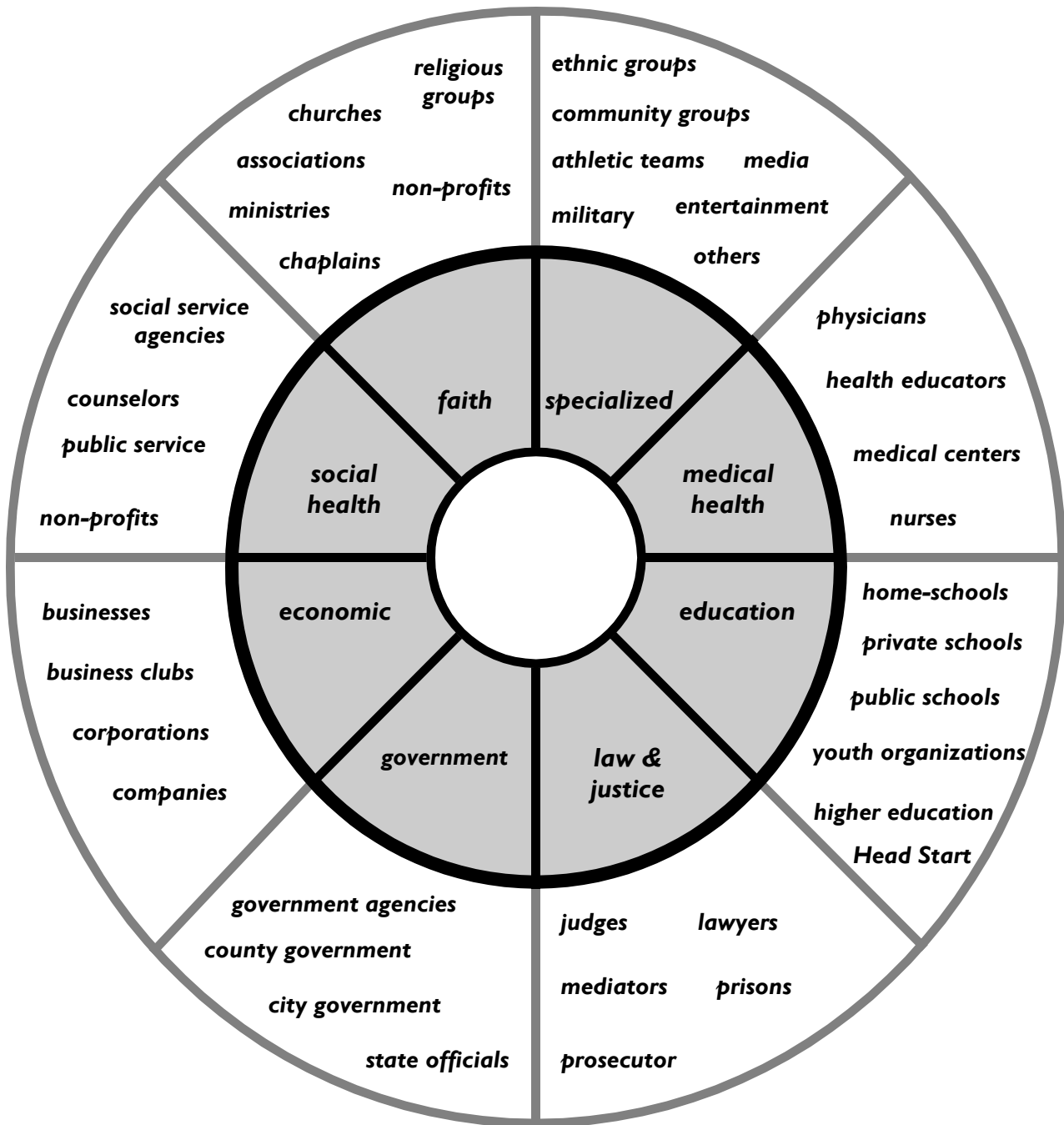
- **Multi-Congregational Partnership:** different churches cooperating together and working toward a common vision.

- **Christian Community Network:** churches and Christian-based ministries networking together.

- **Faith Community Empowerment Effort:** different faith groups working on parallel strategies toward a common vision.

- **Multi-Sector Community Partnership:** sectors of the community uniting together for a common vision.

Community Transforming Partnerships—Multi-Sector Community Partnership



Created by Families Northwest

The Circles of Involvement is not intended to be an exhaustive listing for each sector, but rather a sampling groups for each category to act as an example. Exclusion of a listing is unintentional.

Stages for Community Transformation

COMMUNITY EXPLORATION

- **Compile marriage- and family-related data on targeted area.**
 - State and county records on marriages, divorces, out-of-wedlock births, teen pregnancy, teen out-of-wedlock births, teen abortions, etc.
 - Social service agency reports on child support enforcement, domestic violence, etc.
 - US Census data on households, demographics, economics, ethnicity, children, families, etc.
 - Related studies by the media, university/college, research firm, non-profit agency, national organization.

- **Write a brief community description highlighting unique community characteristics.**
 - Describe the community demographics including age, race, family make up, poverty, etc.
 - Key events and activities in the community throughout the year
 - Historical highlights and key developments for the community
 - Key industries, companies, and sources for economic health and growth of the community
 - List social issues that are a growing concern for the community
 - Describe the religious health of the community

- **Confirm interest for a CTP from leaders representing the community landscape.**
 - Assemble letters of interest and support from a variety of leaders
 - Collect ideas for activities and efforts from a diverse group of leaders
 - Speak with small groups of interested people capable of providing leadership, resources, and insights
 - Sectors of the community may include: faith leaders, social health leaders, medical health leaders, education leaders, government leaders, economic leaders, law and justice leaders, ethnic and racial leaders, military leaders, media leaders, etc.

COMMUNITY STRATEGY ROUNDTABLE

- **Access current conditions and future trends for family relationships**
 - National, regional and local factoids on different couple and family relationships
 - Excerpts of commentary on current marriage and family dynamics

- **Determine future trends for today's teens who are tomorrow's marriages/parents.**
 - Surveys of teens and college age students on relationship issues

- **Discover useful marriage and family resources and services**
 - Listing of national and regional organizations committed to addressing relationship issues

- **Design a community strategy**
 - Evaluate local resources for various relationship needs and family dynamics
 - Agree on future plans to address current and future relationship needs.

Stages for Community Transformation

COMMUNITY TRANSFORMATION PLAN

- **Design a common vision for marriage and family that will unify the community.**
 - Determine targeted area for community effort (city, region, county, area).
 - Write a case statement.
 - Create a vision statement, mission statement, goals and objectives.
 - Establish a code of conduct principles for members of the coalition to abide by.
- **Establish the highest priorities and essential actions to ensure a successful CTP.**
 - Agree upon the Community Transformation Plan the community will embark on.
 - Determine which community issues, family dynamics, and relationship matters in the community will be directly and indirectly targeted for the project.
 - Agree on a realistic time line with action steps, responsible persons, and dates for completion.
- **Create the entity that will house the coalition and embark on the CTP.**
 - Determine the roles, responsibilities and duties of the community coalition, the coalition members, and the coalition core leaders
 - Develop a process and chart how the coalition will function (communication, task forces, etc).
 - Capture ideas for a name/title for the project coalition to build an identity.
 - Determine if the entity will be a newly created organization or link from an existing group.
 - Set up bylaws and if necessary, apply for 501(c)3 status.

COMMUNITY TRANSFORMATION PARTNERSHIP

- **Compile a list of prospective partners to ensure a successful CTP.**
 - List current partners in the project (names, organization, sector, role in project)
 - Determine potential project partners (actual names) to invite into coalition
 - Identify well-known, respected leaders in the community to request endorsement of the project.
 - Capture all responses of targeted leaders and track concerns, issues, and network contacts.
 - Track all strengths, networks, and offers from prospective partners.
- **Develop an outreach strategy to inform and recruit CTP partners.**
 - Determine what role each sector will play in the project (see Circles of Influence sheet).
 - Create a list of community and sector-specific benefits for the partnership.
 - Establish a timeline and list of next steps to move interested prospects to involved partners.
 - Share the code of conduct agreement with all partners and prospects.
 - Identify leaders of all clubs and associations in the community (Kiwanis, Rotary, etc).
 - Create a contact list of all churches and houses of worship in the community.
 - Request list of possible contacts and natural networks of partners and prospects.
- **Create a development plan**
 - Determine an annual budget and five-year business plan for the project.
 - List prospective, local foundations, companies and philanthropists.
 - Develop a realistic fund-raising plan with funding priorities, timeline, and responsibilities.
 - Determine the process for collecting monetary and in-kind gifts for the project.
 - Plan fundraising events and activities to solicit donations.

Key Questions to Ask to Move Forward

- *Are you willing to devote the necessary time, energy and resources to ensure the success of the Community Transformation Plan?*
- *What other community projects are currently underway or being considered that could jeopardize this community project?*
- *What results do you hope to witness in the community one year, three years, and five years into the project?*
- *What results will ultimately determine the success or failure of the CTP?*
- *How will the project have a societal impact (affect policies, laws, and the general public's knowledge and attitudes of standards and benefits of healthy marriage and family life) in the community?*
- *How will the project have an individual impact (enhance the health of couples, families, youth and individual's relationships and behaviors) in the community?*
- *How will the project have a cultural impact (influence the broadening of community support and the widespread availability of resources and services) in the community?*
- *What other leaders do you think would be interested in participating in the CTP?*

Next Steps

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Notes



Notes





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