

THE COMMUNITY AMBITION HANDBOOK

All the info, tips and tricks you will need to make your community ambition a success

About this handbook

This handbook is designed to walk you through the process of imagining and implementing a community ambition and gives you some ideas and tips, so you can make your ambition a success.

About INVOLVE

Our ambition is to drive collaborative efforts of community members, government, community and business towards promoting and achieving positive outcomes for people with disability in our city.

We want to create an inclusive Canberra community that enables people with disability to participate and reach their full potential as equal and valued citizens. One way we will do this is through community ambitions that focus practical actions in the priority areas of:

- Inclusive and accessible communities
- Justice and rights
- Housing
- Education and employment
- Health and well being
- Community support and inclusion

What is a community ambition?

A community ambition is a goal that an organisation or individual will work towards to affect positive outcomes for people with disability. It can be big or small, but it must have an impact.

INVOLVE is web based and people powered. We have created a web platform to connect people who have an ambition to make our city a more inclusive community for everyone. Think of it as a combination of Kickstarter and Change.org. Through our web platform, you can gather supporters and connect online with other people from our community who have skills, knowledge or creative ideas to help you to achieve your ambition.

Your ambition can be anything that you want to create and share with others, as part of a desire to achieve change in the broader community to benefit people with disability. Your community ambition could be an inclusion festival, a more accessible workplace, or an initiative like [gigbuddies](#). Pretty much anything you dream up can find a home on INVOLVE as long as it fits within our [priorities](#).

Need some inspiration?

Thirteen year old Connor McLeod had bright idea when he received money for Christmas one year. Because he has vision impairment, he couldn't tell how much money he received as all the notes were the same shape and size.

Connor and his mum rallied the support of 57,000 people across Australia and the Reserve Bank agreed to produce tactile currency notes. The new tactile features will help vision impaired people tell the difference between denominations of Australian bank notes, along with the bright colours, large and bold numbers, and different sizes.

Bright idea + community support = change that benefits others!

The Big Picture-How it all works

1. Tell us what your community ambition is, what you want to achieve, and how people can support you. You need to make sure you understand and agree to our [terms and conditions](#) before starting your ambition. The INVOLVE team will work with you to refine your ideas and get you up and running on the website, but before you start, think through the following points
 - How will you know if your ambition has been a success? It's important that when you're thinking through your ambition you set a clear goal that you can measure.
 - How long do you think it will take? Are there milestones along the way you want to reach?
 - What resources will you need? Can you ask friends, family and colleagues to help you out if you need it?
2. Once you're ready to go, you can post your community ambition on the INVOLVE website. The INVOLVE team will support you to actively promote your ambition online, and connect you with others who can support you to achieve your goal as you progress.
3. You have up to 12 months from publishing your ambition on the site to achieve your goal, so be creative! We want to be able to share your progress with others so we will ask you to provide 3-4 blog updates about how you're working towards your ambition. A community ambition will take some time and effort, as much as you want to put in, but don't worry, we're here to get you started and will help you along the way.

Getting Started

Every community ambition will have the following:

1. An ambition page with a description that clearly explains the story behind your ambition (you could do this by using a video or other form of multimedia)
2. A goal or objective that you hope to be achieved when the ambition is completed
3. Updates that share the creative journey as the ambition comes to life (this could be done via blog entries on the INVOLVE website as well as social media)

Check out the [ambitions](#) that have been completed on the INVOLVE website to get a feel for how they look and sound.

Community ambition-your story

Your community ambition page is where you'll share your story about your ambition and how it is progressing. Once you hit the **start something** button on the website, a form will pop up that you will need to fill out in order to submit your ambition to the INVOLVE team for approval.

First we want to know what your ambition is. Keep it brief; one sentence is all you need. You will want your community ambition to quickly and clearly communicate what you're trying to do and why you're doing it.

Next we want you to tell us how people in the community can support you to achieve your ambition. People are more likely to get involved if they know exactly how they can contribute.

You may want people to:

- Connect you with someone who is knowledgeable or an expert in an area relevant to your ambition
- Spread the word and tell others about your ambition and what you want to achieve through social media or other networks
- Offer skills like marketing or business planning that can assist you in achieving your ambition
- Recommend a resource, service or community group that could help

Why should people support your community ambition?

This question is an opportunity for you to share why this ambition or issue is important to you. For example [Jessica's ambition](#) was to influence employer recruiting practices to be more equitable for people with disability. This was important to Jess as she works to challenge the stigma and conscious and

unconscious bias that continue to be the main barriers for people with a disability in securing employment.

Make a video

You may like to upload a video telling people about your community ambition. Your ambition video doesn't have to be super professional looking. In fact, the good old selfie/videos have a very DIY and personal feel. If you don't want to make a movie, a photo is just fine.

To give you an idea of how to approach creating your ambition video, consider the following things:

- Tell the story behind your ambition. Share why your ambition is important to you and what you hope to achieve. Potential supporters will appreciate these kinds of details.
- Share a timeline for how you plan to complete your ambition and what you plan to do.
- Inspire excitement for your ambition, what assistance or support you may need throughout your ambition, and how you will see it through.
- Most importantly, have fun with it!

If you run into any problems contact the INVOLVE Team at contact@involvecbr.com.au and they will help you out.

You're published! Now what?

Announce your community ambition

Send an email to your close friends and family so they can be first to support you, then share your community ambition on social media. You don't want to overwhelm people with e-blasts and group messages, but make sure you remind your networks as you progress with your ambition.

You may like to break down your contact list into smaller groups and tailor your message to each audience. Give a short description of your ambition and highlight some of your ambition's overarching goal and purpose. Be concise — and don't forget to include the link to your ambition page! Tell people how they can support you or contribute. At the bottom of your ambition page there are four buttons that allow people to engage with your ambition.

People can:

- **Follow your progress.** If people sign up to follow your progress they get automatic updates when you post an ambition blog update
- **Donate their time and skills.** This means that someone who has valuable skills that could help you achieve your ambition can contact you with offers of help

- **Share your ambition:** This feature allows your supporters and followers to promote your ambition through their social media networks
- **Leave a comment:** This is where your supporters can leave you an encouraging comment to cheer you on, or let you know about anything or anyone out there who may be able to assist you

Promote your community ambition – Get it noticed

An ambition can lead to outpourings of support from all corners of the web and community. But for most ambitions, support will come from the people you know. The goal is to get people as excited as you are about your ambition—to make them feel like they will be taking part in something special.

Follow up individually

A nice, personal message is the most effective way to let someone know about your ambition. After you've sent out your emails and posted your ambition to social media, you can follow up with people individually. Try highlighting very specific things about the ambition you think each individual might like, including how they may be able to assist you with achieving your ambition for the community.

Pitch to the press

Writers and journalists are always looking for new stories and ideas. There's no magic formula to get them to write about you or your ambition, but your best bet is to focus on who you are and what you're trying to achieve for people with disability in our community.

Reach out to communities

If your ambition is to host an inclusive arts festival, it makes sense to reach out to local artists, galleries and groups to get them to share your ambition within their networks. You might like to host an event at a gallery and set up your ambition page on a lap top to make it easier for less computer-savvy friends and relatives to engage with your ambition.

Update your progress

When you submit your community ambition you will get a user name and password so you can access your ambition page and provide progress updates via your ambition blog. Throughout the life of your ambition, you'll be communicating with supporters and keeping them updated on your progress via your ambition blog. That's how supporters can follow along with your journey from start to finish.

Keeping people in the loop

Updates that build momentum

While your ambition is live, keep your supporters informed about new developments and milestones. It'll inspire them to help you spread the word. Treat

your ambition like a story that's unfolding before their eyes. Brief updates like "Pics from last night's event!" are fun for everybody to follow along with.

Once you've announced your community ambition far and wide, you'll hopefully begin to receive a steady stream of comments and messages from supporters. Remember to check-in frequently and respond to individual questions/messages. If you notice that certain questions come up more frequently than others, consider developing a FAQ document for your ambition.

Updates that share the process

Once your ambition is up and running keep supporters updated with your ambition's progress via ambition updates and through social media. If it feels right, you can even use updates to ask your supporters for feedback. Keeping supporters informed is an essential part of the success of your ambition.

Even if things aren't happening as fast as you would like or things aren't going according to plan, you should definitely keep your supporters in the loop!

Update that celebrate the wins

Your community ambition page is a central hub for news, updates, and anything else you want people to know. If you've reached a milestone or had a win, sharing updates on your ambition page is a great way to keep supporters and the general public up to date — post updates and photos of your ambition out into the world.

The finish line

When you've fulfilled your ambition, post a celebratory update, give thanks to those who helped and pat yourself on the back! Your ambition will remain up on the website as a shining beacon to others about what can be achieved when people who care take action.