



## STEP 2: MOBILISING PARTICIPANTS

Cre8  
in 8

*Together WE CAN!*

## INTRODUCTION

**Mobilisation involves identifying and bringing together project participants based on the decisions you made in Step 1. If you are planning to work with partner organisations, make sure to involve them in the process as soon as possible. For instance if you require a large group of participants, you could partner with several educational institutions, developmental organisations or religious institutions who can assist you in identifying the most eligible participants.**

### CONTENT AND GUIDELINES

The main resources of any project are the people involved. These include:

1. The project initiator(s)
2. The project team
3. The participating group (members).

Criteria to consider when choosing partners:

- Do they have a grassroots presence?
- Do they have goodwill among the youth/ children and the community?
- Do they have access to resources such as space, skills facilitators and/or volunteers (for cooking, transportation, etc.)?
- Do they have experience in project implementation at any level?

Choose project-team members based on:

- their interest and passion
- their ability to use their artistic skills / discipline for social change (or their willingness to learn how to do that)
- their capacity to instruct/ lead/ make decisions
- their availability
- their flexibility
- their demonstrated talents and skills in their particular area of interest
- recommendations of them from partners and other associates
- their CV (written, verbal, video, etc.).

You can ask your partner organisations to present



a shortlist of potential team members, preferably derived through a democratic process.

#### 1. The project initiator(s)

The project initiator(s) can be one or more individuals or organisations (in case of partnerships).

#### 2. The project team

The project team consists of individuals drawn from partner organisations and is in charge of the implementation of the project. Depending on the specific requirements of your project, the team members could have roles such as artistic leader, administrator or coordinator, finance manager, PR or communications manager, and skills facilitators. The actual size and composition of the project team will depend on the needs of the specific project, the size

of the project (including the number of participants) and the availability of team members. As most of the project team members will only become involved during Step 2 and will therefore need to be briefed on the what, where, when, why and how of the project, a clear Project Plan is of vital importance.

Choose participants based on their:

- availability(in terms of time)
- artistic skill / discipline
- demonstrated interest, talent and passion
- membership and/ or affinity with and understanding of the target group
- understanding of the project and its goals
- expectations
- age
- nomination by a local entity or partner.



### 3. The participating group members

Young people or children are the primary beneficiaries of the project. How many of them can be involved depends mainly on the available resources, the interests and the identified needs as described in the project plan. Various factors should influence the mobilisation of the participating group, including the following:

- The participants must be drawn from the local community.
- The participants must be selected through an inclusive procedure that takes into consideration a gender balance, social status, talent discipline, community interest, etc.
- There must be an identified need for participation.
- School holidays and other community schedules must be taken into account to ensure the availability of the participants.

It is important to collect primary data on each of the project team members. You can use a template such as the one below to document the project team members.

PROJECT TEAM PRIMARY DATA								
NO.	NAME	GENDER	AGE	CONTACT telephone & e-mail	ORGANISATION	ROLE/POSITION	ARTISTIC DISCIPLINE(S)	OTHER INFO.
1								
2								

PARTICIPANTS PRIMARY DATA								
NO.	NAME	GENDER	AGE	CONTACT INFO.	GROUP/ ORGANISATION	ARTISTIC DISCIPLINE / SKILLS INTEREST	IN SCHOOL (YES, which form?/ NO)	OTHER INFO.
1								
2								

It is important to carry out an audit of participants during registration. This should include gathering primary data on things like age, gender, interests, contacts (for the individual participant as well as for his or her parents, guardians or youth groups), education level, whether he or she is in or out of school, and his or her language of communication.

Document the project participants using a template such as the one shown at the top of this page.

Remember that it is important to ensure that the participants you mobilise and select will have highly similar backgrounds. That will make it easier to build cohesion within the group (which should also lead to better results). With such short-term projects there will be little time to spend on reconciling major differences within a group.



On the other hand, it is also important that the group of participants contains a variety of characters in terms of their energy, artistic capacities, interests, etc. to guarantee a rich, diverse and well-balanced team.

When it comes to selecting participants, you can have your partners delegate them on the basis of the guidelines provided or you can hold auditions.

### EXAMPLE

In Gulu, Cre8 first engaged YADEN, which prepared a short survey on the feasibility of the project. Based on this survey, and with the help of Quinto Okello, a local YADEN network coordinator, two members of the Cre8 team visited Gulu and spoke with possible partner organisations. That visit enabled them to identify five local partners who were willing to take part. Those were the AYA



youth group, Gulu Theatre Artists, the WAYA youth group and Breakdance Project Uganda, as well as the Laroo Boarding Primary School for War-affected Children, which was willing to provide training space and accommodation for all the participants. Each of the five partners was tasked with mobilising an average of 12 participants from among their members, as well as a group leader / skills facilitator. WarChild Uganda also sent a trainee and Gulu University sent two interns/ trainees. With a total of 70 names, including those of Cre8's team of 10 trainers, the list of project participants was complete.

### CONCLUSION

Unless you work with a pre-existing group, Step 2 (selecting a project team and mobilising a group of participants) will be an essential but time-consuming process. It is important to invest in this step, since the success of your project will depend on it. Although Cre8 stresses the importance of inclusiveness with regard to its projects, it also recognises that there needs to be some degree of selection, since there is very little time to bridge potentially huge differences between individuals or sub-groups (unless those differences are clear from the start and reconciling them is part of the process). For that reason, Cre8 always chooses to work with local partners who are able to identify suitable candidates. Cre8 normally works with groups of 50 to 60 children or young people as participants.

## CHECK-OUT BOX

- **A list of your partners, including their respective roles and responsibilities.**
- **A list of the skills of facilitators / project team members along with their contact information and the roles, responsibilities and tasks of each person.**
- **A list of the participants along with their primary data (name, age, gender, etc.) and contact information.**