

Community Mobilization

What is Community Mobilization?

Community mobilization is to mobilize human and financial resources, and to form movements of local residents for required project. In order to ensure the success of these activities, it is necessary to mobilize not only the active participation of the public, but also the financial resource to support these activities.

“Community mobilization is a capacity-building process through which community individuals, groups, or organizations plan, carry out, and evaluate activities on a participatory and sustained basis to meet needs, either on their own initiative or stimulated by others.”

Community mobilizing is a strategy for involving community members in the process of defining and transforming social problems.

The term also refers to the “process of moving a group of people from a state of inaction (or ineffective action) toward effective action, on issues of real concern to them.”

Mobilizing is accomplished through a process that involves linking **Awareness** (of the problem and its causes, consequences, costs, etc.) to **Action** (the community taking steps to remedy the problem or prevent it from happening again) in order to bring about **Change**.

Why is Community Mobilization Necessary?

Welfare and development programs and projects are necessary activities that should be carried out regularly and constantly because it brings benefits to individuals, families and the community as a whole, namely tens of thousands of people, thousands of families in every commune. Therefore, welfare activities require resources from numerous sectors. So it needs to mobilize the strength of the whole community. Moreover, when people are willing to take part in welfare activities, they will be aware of the benefits of these activities and gradually

change their behaviors. As a result, they will contribute to make welfare and development programs sustainable.

What should be mobilized?

- The active participation of individuals in the community, including men and women;
- The active participation and support of key leaders and influential community members;
- Available resources at localities;
- Funds from various sources, for example: from savings, donors, organizations, businesses, and religious organizations at localities.
- Developing an ongoing dialogue between community members regarding prevailing issues and proposed project.
- Assisting in linking communities with external resources.

How to Mobilize Resources?

- Through advocacy;
- Meeting with the masses, production units, and groups of people at grassroots levels;
- Organizing performances and activities to raise fund;