

## Civic Engagement: Traditional vs. Movement-Building Approach

Civic Engagement Elements	Traditional Approach	Movement-Building Approach
Definition of victory	advance/win on issue	advances other movement goals
Values	do anything to win	values based
Message	"win at all costs"	at minimum, does no harm; at best, educates on the issues
Medium for message	paid medium	mass field mobilization
Relationship to people	no accountability	politically empowers constituency
Increases clout	... of individuals	... of constituencies
Timeframe	one-time focus	builds toward long-term strategy
Leadership	hired guns	builds grassroots leadership
Resources	resources used are gone forever	resources used are an investment
Outcome	drains, alienates grassroots base	leaves community in better shape

*Adapted from Western States Center (2002) and Main Street Project (2004)*

*Main Street Project's Community-Based Civic Engagement program works to give rural residents of all ages, cultures, economic and immigration status the opportunity to more actively participate in community life.*