

*Building a Community
Organizing
Organization in Serbia
on the Move*

Introduction

The case, Building a Community Organizing Organization in Serbia on the Move is based on the realization of the strategic growth of Serbia on the Move (SOM), a Serbia-based citizens' organization. With this as the current state of affairs post-transition, SOM aims at establishing a model organizing and advocacy well into the future in Serbia.



Strategic Solutions

Leadership Development: In this respect, SOM has to set its efforts towards producing leaders who have the ability to compel other people into action. Such leadership development is a way of ensuring that the right human-material resources are developed to bring out the growth and sustenance of the movement.



Community Engagement

When it comes to grassroots, SOM can start disseminating campaigns that respond to people's daily concerns, thus increasing contact personal and making them dedicated to the goals of the organization.



Conclusion

The case of establishing a community organizing organization in Serbia – on the move, supports the need for strategic planning as well as leadership and involvement of the community in forming an effective grassroots organization. By means of the suggested solutions



RESOURCE

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