



Assessing & Reorganizing the ECCL

Engage Estero

The logo consists of two interlocking hexagons. The left hexagon is partially obscured by the right one, creating a central overlapping area. The lines are blue and of medium thickness.

Inform ▶ *Engage* ▶ *Impact*

A Blueprint for Change

Why The Change

- The ECCL engaged citizens since 2004 – many achievements
- A recent citizen survey confirmed many citizens were not aware of what we were, why we existed, what we do, and our achievements
- Survey confirmed that informing citizens of significant community issues and encouraging citizen engagement was essential to improve our quality of life
- Citizens wanted a nonpolitical organization that improved transparency, listening to citizens, evaluating government plans and other local activities, and communicating informed and collective opinions and facts
- We actively secured a 501c3 IRS designation limiting political activity

Summary of Our Steps to Assessing And Reorganizing the ECCL

Our process included the following:

- Achieved a nonprofit (501c3) status
- Challenging what we are, our current purpose, mission, and vision
- Conducting a community survey to test conclusions
- Consulting with FGCU organization and strategy development consultants

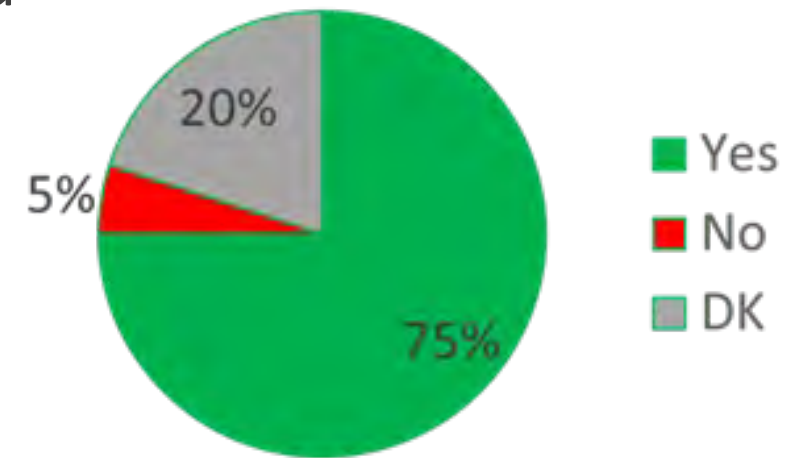
We Assessed: What We Are, Our Purpose, Mission, Vision, and Impact

- ***What We Are:*** Clear and concise explanation of what we are
- ***Purpose/Why:*** Why we exist. Our reason for being
- ***Mission/What-How:*** *Mission drives us.* What we do and how we do it
- ***Vision/Aspiration:*** *Describes to what we aspire and our long-term desire*
- ***Impact:*** Favorably improves the quality of life for Estero citizens

We Tested Our Value Proposition

- We conducted a survey of greater Estero citizens:
- To the question:
Is there a need for a community-based, 501c3 nonprofit, nonpartisan, nonpolitical, and volunteer community organization?

Respondents
Answered!



We Tested Our Value Proposition

The Reasons Survey Respondents Considered Our Organization Necessary Included:

- “To help shape Estero's future”
- “We need nonpartisan and nonpolitical groups in our divided society”
- “To be a voice for responsible growth and environmental issues”
- “To keep development to a minimum to maintain our quality of life”

We Tested Our Value Proposition

- We consulted FGCU organizational development and management professors and revised our initial conclusions
- We also revised our initial conclusions based on responses to the citizen survey



Our Conclusion:
“Community Engagement
is Our Future”

Community Engagement Is Our Future

What We Are

Engage Estero is an all-volunteer, nonpolitical, nonprofit

Community Engagement Association

Purpose: Why We Exist

To ***inform*** citizens of significant community issues and encourage citizen ***engagement*** to ***impact*** the quality of life in greater Estero favorably

Community Engagement Is Our Future

Mission: What We Do

Our Volunteers:

Build trust: We provide transparency, listen to citizens, evaluate government plans and other local activities, and communicate informed and collective opinions to citizens and community decision-makers.

Conduct research: We communicate findings, seek opportunities, offer solutions, and challenge threats to energize citizen engagement.

What we do, we do with purpose, passion, and pride in our community.

Community Engagement Is Our Future

Mission: What We Do

Our Volunteers:

Organize live and online educational forums: We provide citizens and government and community decision-makers with venues, expertise, articles, and insight to provide balanced information.

Collaborate with organizations: We strengthen our voices increasing favorable community impacts by collaborating with organizations that focus on bettering our community environment, water, safety and transportation, health, and education.

What we do, we do with purpose, passion, and pride in our community.

Community Engagement Is Our Future

Vision: To What We Aspire

We aspire to have an informed and engaged citizenry, resulting in a community that delivers the desired quality of life.

What we do, we do with purpose, passion, and pride in our community.

Name Recognition

When Citizens Of Greater Estero Think Of The “ECCL” What Comes To Mind?

- Although the ECCL served Estero extremely well, “What do they do?” is unfortunately often the question
- The name Estero Council of Community Leaders – ECCL is unclear to many
- Changing our name to reflect our purpose and mission, improves understanding and better communications
- Our new name eliminates “Council”. Some have confused the ECCL with the Village of Estero Council which the ECCL significantly helped create

Our Name and Tagline Connects With
What We Are,
Our Purpose, Our Mission, And Our Vision



What We Are:

We are an all-volunteer, nonpolitical, nonprofit
Community Engagement Association

Our Purpose:

We exist to ***inform*** citizens of significant
community issues and encourage citizen
engagement to ***impact*** the quality of life in
greater Estero favorably

Be Informed, Get Engaged, and Make an Impact!

Our Name and Tagline Connects With
What We Are,
Our Purpose, Our Mission, And Our Vision



What We Do:

- Build Trust
- Conduct Research
- Educational & Information Forums
- Collaborate With Organizations

Our Aspiration:

Informed & engaged citizenry in a community
that delivers the desired quality of life.

Be Informed, Get Engaged, and Make an Impact!



Thanks For Joining Us today!

Questions/Comments