

“This is a treasure trove of field-building experience”

Whether you're working to improve your neighborhood, start a state association, or eradicate world hunger, *Field Building* can help you get organized. It walks you through the complex tasks associated with launching and building a social movement, and provides step-by-step guidance to ensure that your effort takes root—and takes off. It also provides real-life examples and points you to further resources you'll need as you grow your movement.

If you're working with a collaborative effort and you find it's losing momentum, *Field Building* can help you analyze what's missing and fix the problem. You'll also learn how to:

- Determine if a field-building effort is needed
- Convene and build a network of supporters
- Fund the movement
- Make the case for support
- Develop infrastructure so the work gets done
- Use peer learning to develop the field's practitioners
- Launch an advocacy effort
- Build in accountability measurements

This blueprint is a treasure trove of field-building experience that will save you time and money. Why reinvent the wheel? Thanks to Catherine, it's all here!

—Tim F. Reese, Executive Director

California/Nevada Community Action Partnership

Catherine Marshall's knowledge of coalition building comes from many years of “on the ground” experience. She has a unique ability to understand and guide complex organizations toward unity and good results. Her book is an essential “how to” manual for those engaged in the challenging but rewarding work of creating effective social movements.

—Kim Pate, Vice President for External Relations

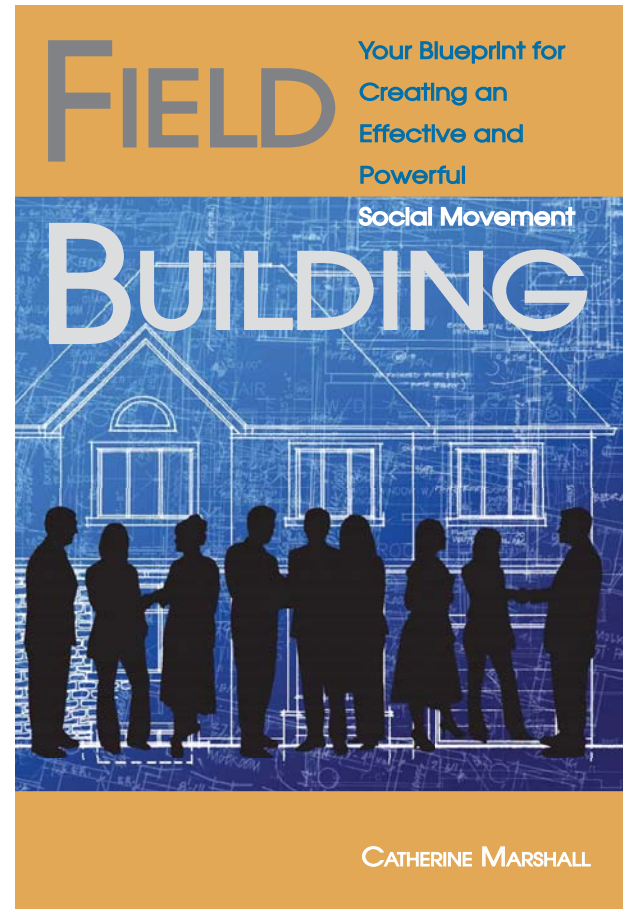
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Catherine Marshall worked with the United Way of Northern Nevada and the Sierra in 2009. She helped us craft a plan, guided our committees, provided thoughtful and relevant recommendations, and facilitated our general meetings.

Her extensive knowledge of asset building and her expertise in developing coalitions accelerated our ability to launch the Financial Stability Partnership for our region. Today the Partnership moves forward thanks to her guidance. We are very grateful for her assistance and highly recommend her and her book.

—Karen Barsell, CEO and President

United Way of Northern Nevada and the Sierra



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