

Double Edge Theatre: Center for Living Culture

To Do List

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1. Have a deeply developed mission

It is for the mission to have evolved from the deep fulfillment of the core group. Experiential research and development around the mission builds a core organizational strength to confront impossible tasks and to encounter the unknown. In the case of DE – encountering the community/ not being isolated in research was always primary goal. Make long term goals connected to mission (+10 years)

2. Meditate on relationship between mission and ecosystem

Create a matrix of values and essential questions that coalesce the vision and long-term sustainability. See opportunities for research of capital ‘W’ work and little ‘w’ work to create simultaneous growing of mission and survival specific to your paradigm. In the case of DE: the Rural Initiative brought local farmers into activity and gave way for theatre to cultivate new patrons.

3. Assess community & Develop specific homegrown guerilla marketing

Cultivate relationships built on understanding and empathy. Research questions of How do I see/understand this community? How does this community see/understand me? Where is the possible cultural mutuality? Create a multiplicity of threads through numerous 1:1 dialogues that you weave into a fabric over time.

4. Create long-lasting relationships, close to mission

The long-term, organic galvanizing of clusters of people, who share in passion of organization through experience of the work become foundation for loyal, devoted constituency. This constituency will advocate and weave other threads from community and ecosystem. In the case of DE: the local bakery (Bread Euphoria), café/ b&b (Elmer’s), and bank have become partners, in-kind providers and advocates.

5. See impacts through different lenses

Distinguish unique intrinsic value of org, with social, economic and the interdependence between these values. How does the place of your organization change the value, the way it is seen, the narrative of the community history? How is the quality of life affected in your community? Research methods of analyzing matrix of impacts. Interview local businesses, parents, and community leaders.

6. Offer experience of work and experiential understanding

Invite the community to participate in the process of work, in the evolution of organization. It is important to create trust to be able to share in experimentation and development. The sustenance of these enterprises depends for the most part from a complex web of exchanges, which includes the process of creation and interactions stemming from the main activity. In the case of DE: Open Trainings opened doors of theatre to the community to witness and participate in company’s methodology.

7. Understand and believe in relevance of organization in its "place" and believe in a mutuality with its community for generations to come...