

INFORMATIONAL SHEET

Building Social Base and Embeddedness Program

Open Society Initiative for Europe

What is “social embeddedness”?

A particular organization:

- has close connection to people
- involves them in its operation at various levels (planning, implementation, and evaluation) and roles (such as donor, volunteer, and activist)
- is well known at the local, regional, or national levels

What is the “social base”?

The social base of an organization consists of those

- who approve and support its values and goals
- who actively receive and deliver its messages

Layers of the social base

- Wide public visibility of the organization (in the mainstream and social media)
- Narrow, direct visibility (such as to Facebook followers and event participants)
- Professional visibility and publicity (such as professional recognition, partners, and among target groups)
- Active commitment (from members, board members, volunteers, and activists)
- Individual donors

Potential indicators of social base building and embeddedness

At the level of outcomes

- Level of income from local sources

- Number of individual donors
- Number of members
- Number of volunteers
- Number of activists
- Number of event participants
- Number of media appearances and references
- Followers in social media

At the level of organizational operation

- The organization includes a strategy to build its social base and develop social embeddedness
- Dedicated staff member of this strategy
- Specific projects that aim to reach people with this strategy
- Communication strategy
- Fundraising strategy