

RURAL





**Rural Development Initiatives
strengthens rural people,
places, and economies
in the Pacific Northwest.**



Strengthens Rural People, Places, & Economies in the Pacific Northwest

Develop Networks of
Rural Leaders

Revitalize
Rural Economies

Elevate Rural Voices and
Priorities

Improve
Access to Resources



www.rdiinc.org

Meet the Presenters



Marci Miller
Senior Program Manager
Rural Development Initiatives



Cayla Catino
Visionary & Strategist
Cayla Catino Consulting



Ripple Effect Mapping

A highly engaging workshop that captures stories and impacts through a fun and celebratory process.

Outputs can be used for assessments, reports, and narratives for grant applications, marketing, and storytelling.

Purpose:

To capture intended and unintended results of a program for individuals, groups, or communities

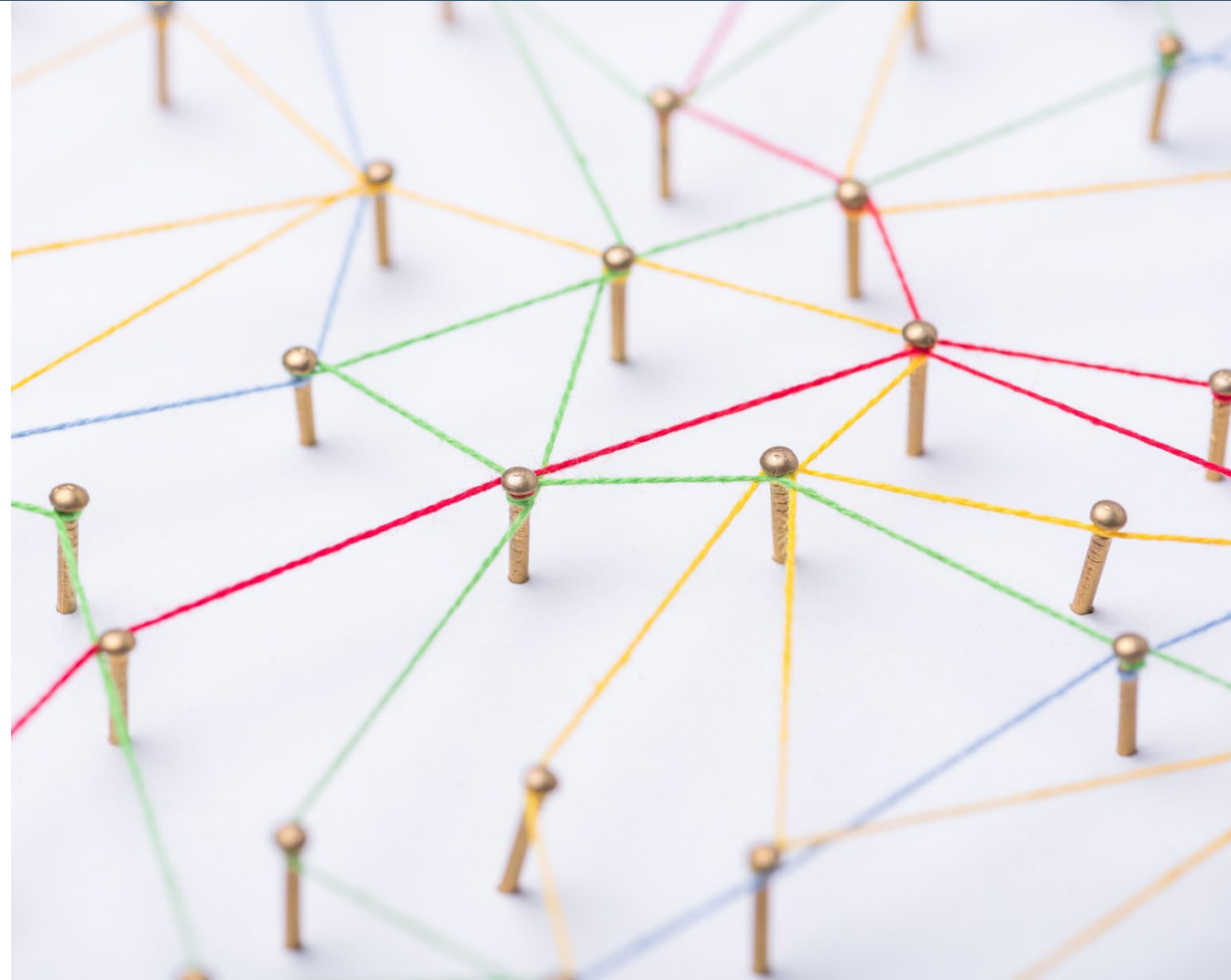
When:

- At the end of a program
- Before strategic planning
- To reinvigorate community engagement



Benefits

- ✓ Reflection
- ✓ Capture Impact
- ✓ Appreciative Approach
- ✓ Engaged Stakeholders
- ✓ Validate Results
- ✓ Celebration





The process

1. Bring People Together
2. Conversations
3. Ripple Mapping Activity
4. Reflection & Next Steps

Step 1: Bring People Together



Step 2: Conversations



Appreciative Inquiry Approach



- ✓ Ask open-ended questions to draw out the stories
- ✓ Focuses on what is working, NOT what is WRONG
- ✓ Serves to motivate positive action

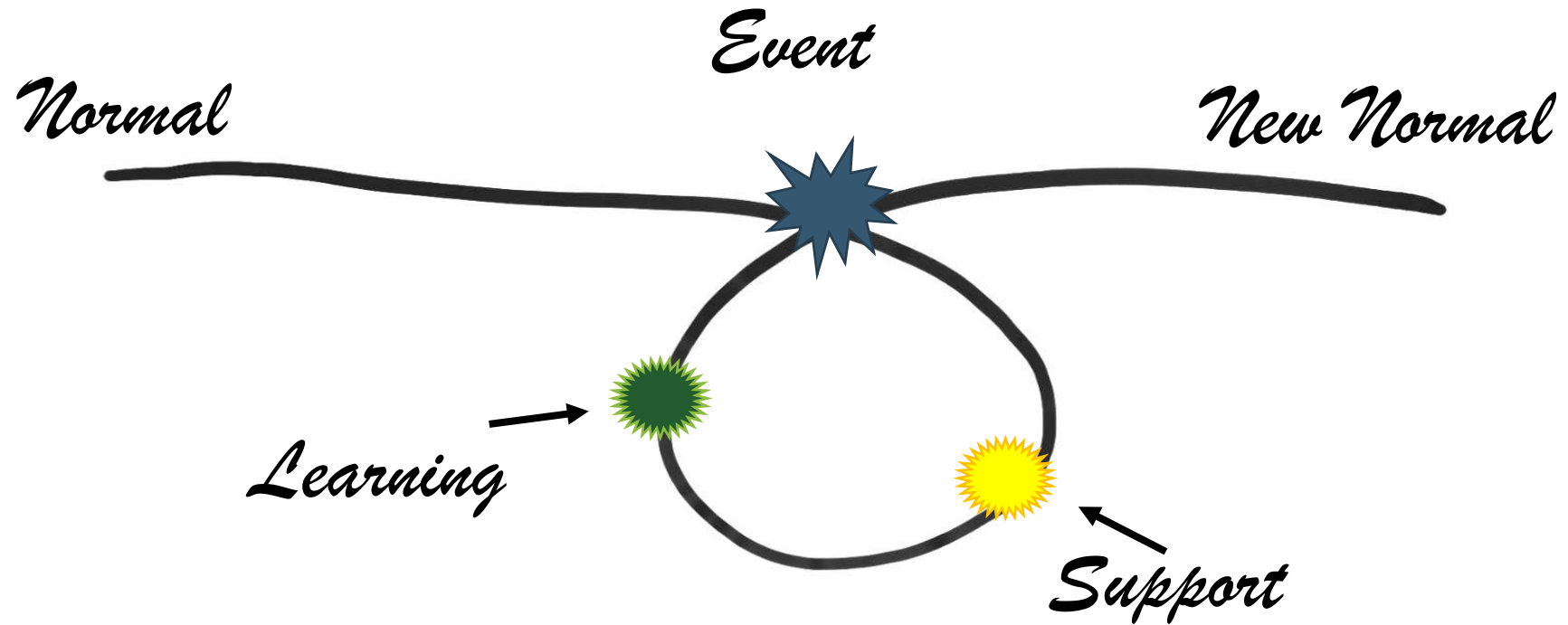
Curiosity

Examples of questions you can ask:

Tell me a story about how you have used the information received through the program.

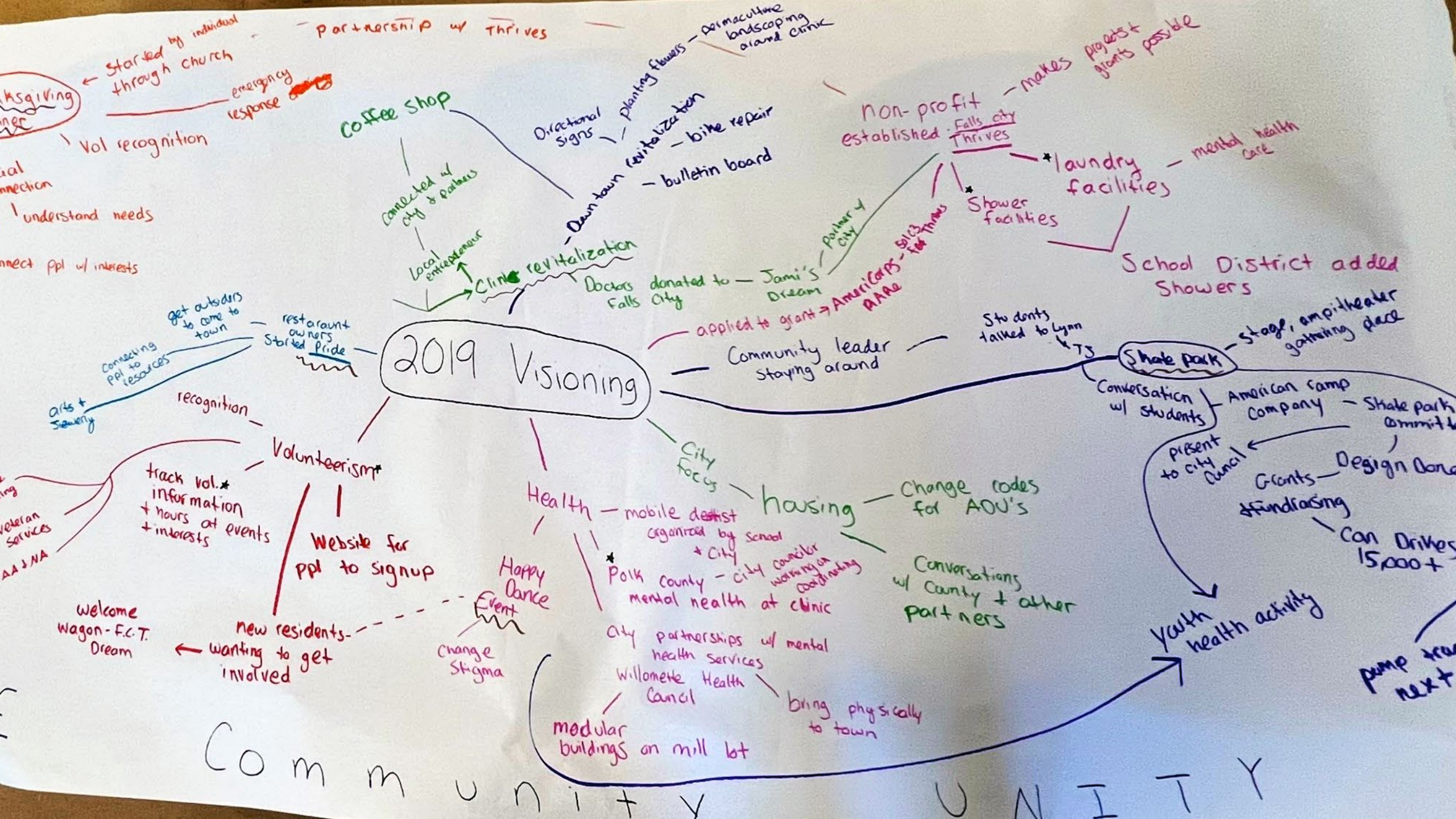
- Is there anything you are proud to share?
- Were there cost savings?
- New ways to work?
- Did you tell others about what you learned?
- List an achievement or a success you had based on your learning from the program – what made it possible?

Storytelling



Step 3: Ripple Mapping Activity





A close-up photograph of several people's hands reaching towards the center, each holding a white puzzle piece. The hands are positioned as if they are about to fit the pieces together. The background is slightly blurred, showing parts of people's clothing and a watch on one of the wrists. A semi-transparent green banner is overlaid across the middle of the image, containing the text.

Step 4: Reflection & Next Steps

Moving to Action

- Capture Opportunities During the Process
- Continued Community Engagement





Let's Try It Out!

Interview Each Other

Tell a story about how you have benefited from involvement with League of Oregon Cities.

- What learning have you been able to put into action?
- Is there anything you are proud to share?
- Were there cost savings?
- New ways to work?
- Did you tell others about what you learned?
- List an achievement or a success you had based on your involvement with League of Oregon Cities – what made it possible?

Instructions: Pair up at tables for interviews: 10-15 minutes

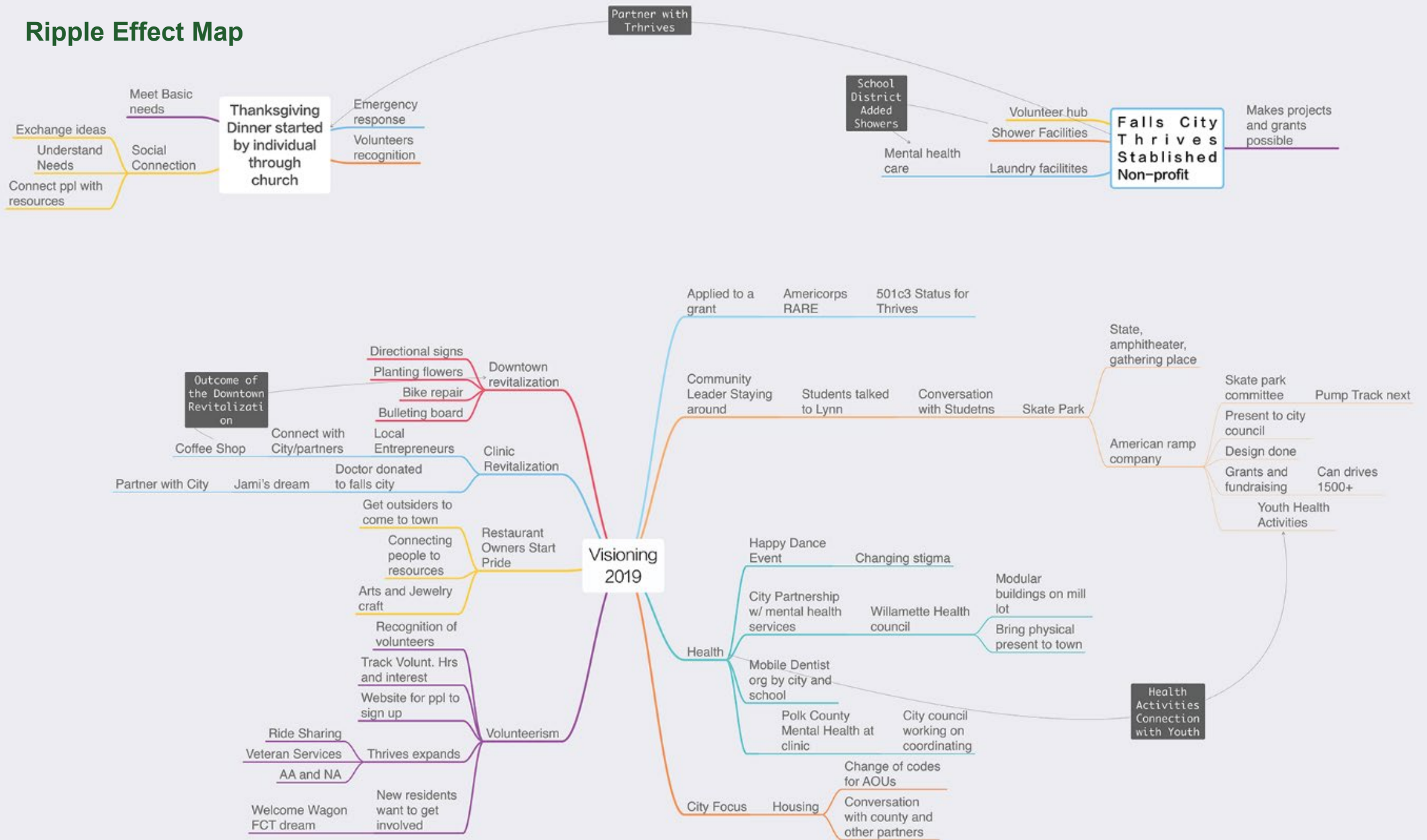
Let's Map

- ✓ What is an outcome?
- ✓ How did we get there?
- ✓ What are the chain of events?

A scenic landscape featuring a river, a bridge, and mountains. The top portion of the image shows a misty mountain range under a cloudy sky. A dark green horizontal band across the middle contains the word "Reflect" in white. The bottom portion shows a river with a bridge, surrounded by trees with vibrant autumn foliage in shades of yellow and orange.

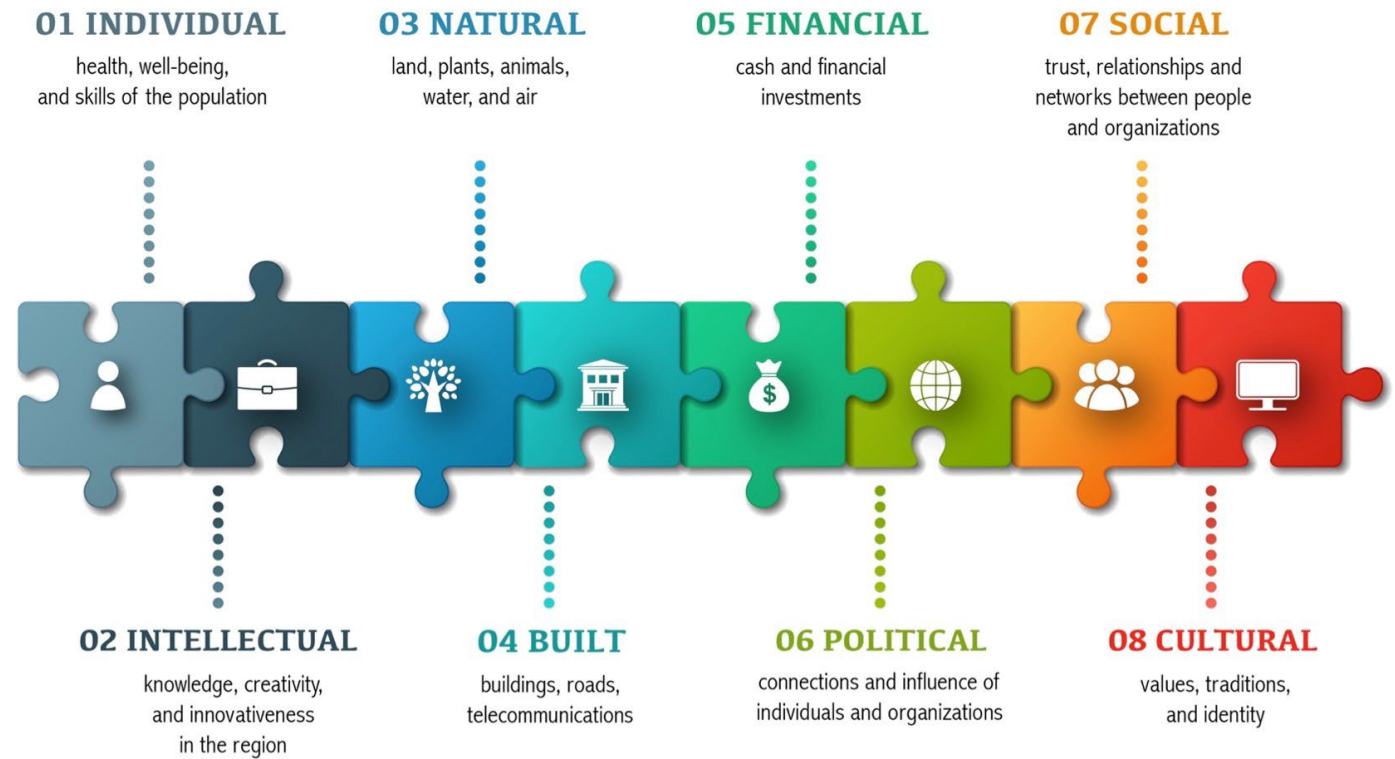
Reflect

Ripple Effect Map

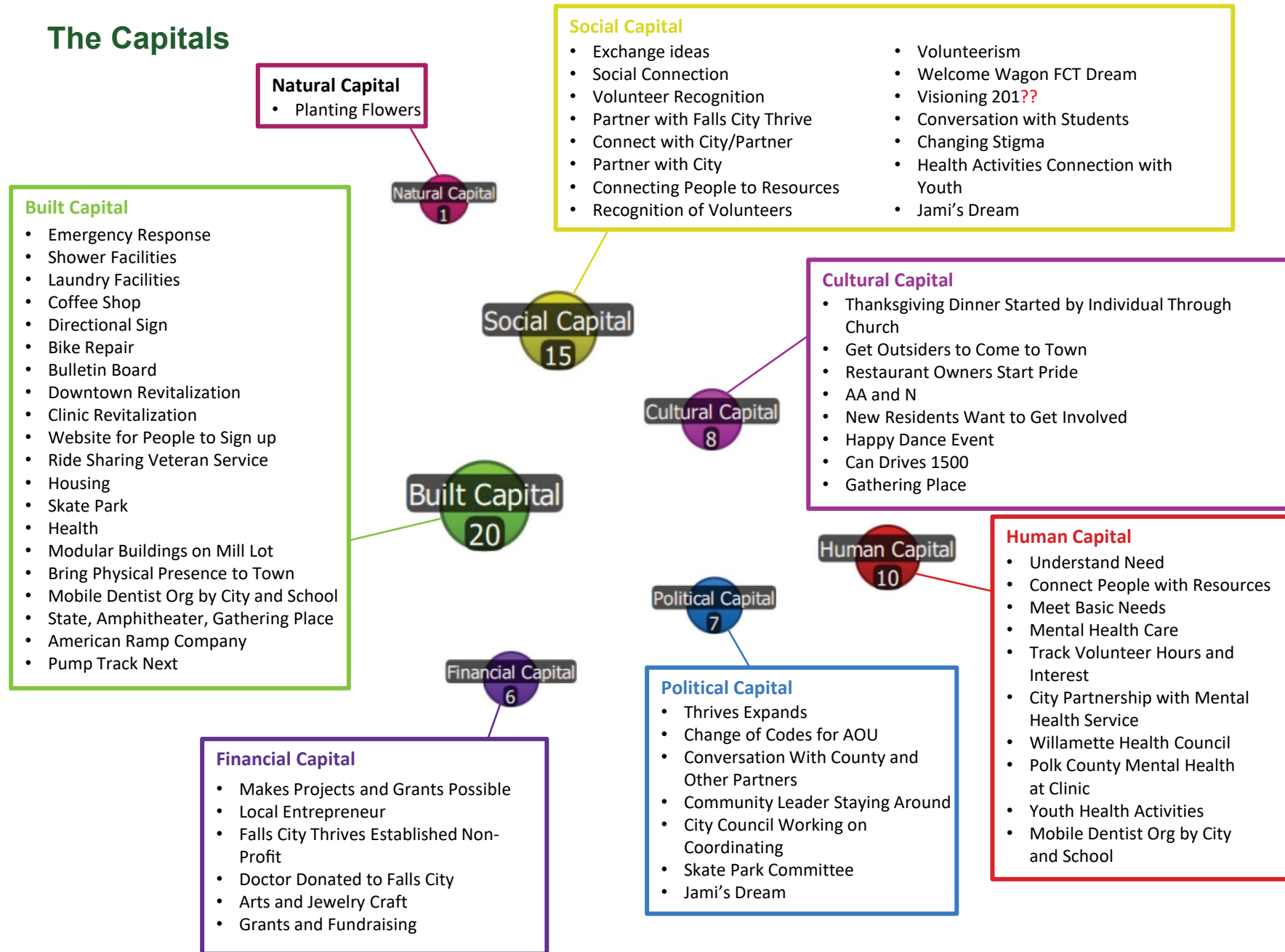


Results

- Community Capitals Framework
- Coding the map information using online software turning qualitative data into quantitative data for reporting, grants, etc.



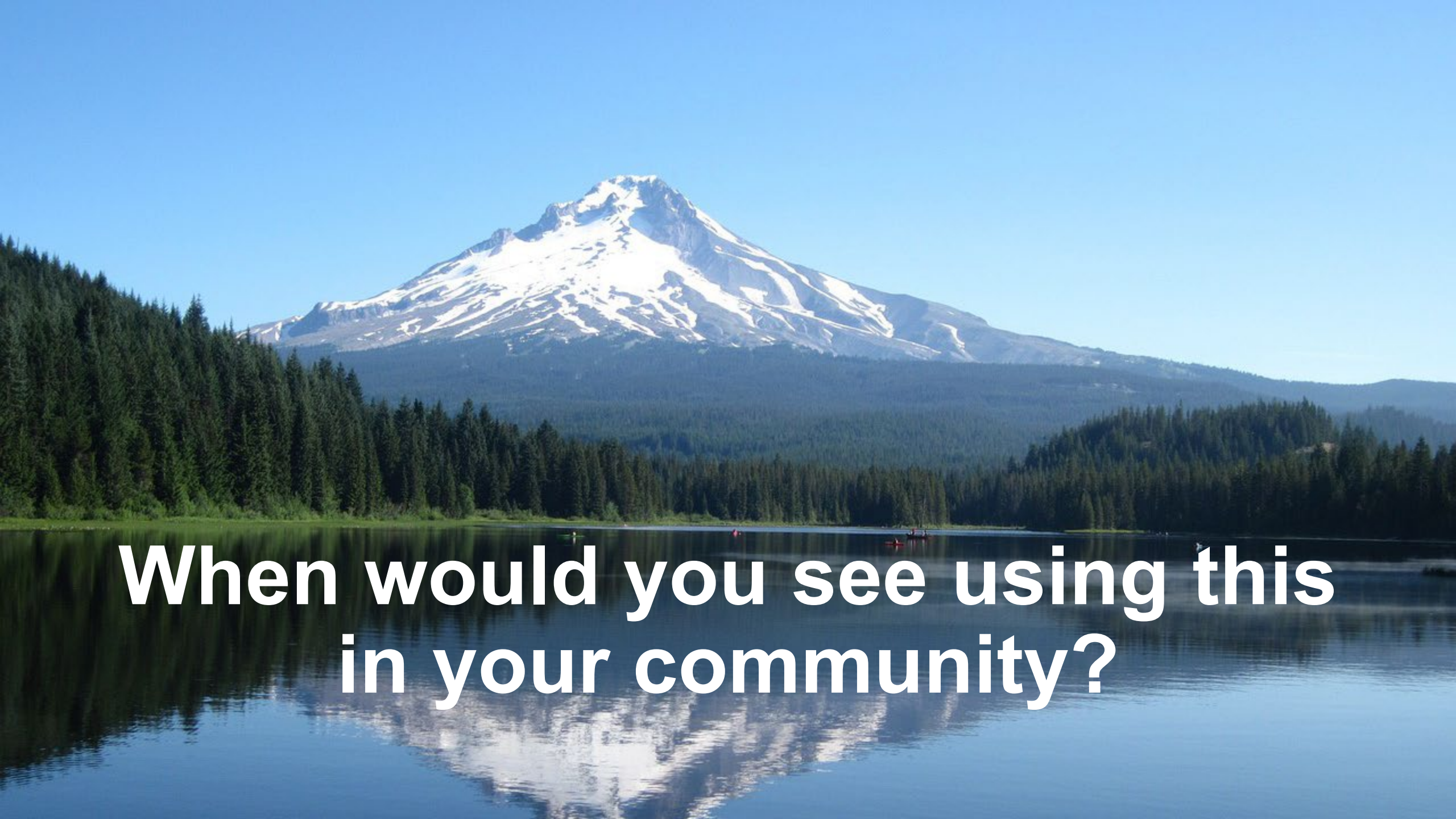
The Capitals



Ripple Effect Mapping Quick Guide

Grab your quick reference guide for Ripple Effect Mapping here:





**When would you see using this
in your community?**

Scan for more information about
RDI's Programs and Services:



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