

Main Street Advocacy Wonderwall: Self-Directed Activity Guide



Duration: 40 minutes (Self-Directed) + 20 minutes (Group Discussion) = 60 minutes total

Goal: Reflect on your Main Street advocacy efforts—opportunities to tell your story, advocate for resources, and ensure program sustainability in the Main Street historic commercial district. Identify successes, areas for growth, and commit to actionable steps for future advocacy.

Step 1: Individual Reflection (10 minutes)

Write your answers on separate sticky notes.

What Went Well:

- What moments or successes stood out?
- What worked well in communication, advocacy, or relationship-building?
- What strengths did you or your team demonstrate?

Opportunities for Growth:

- What could be improved for future advocacy efforts?
- What would have made the experience more impactful?
- What skills or strategies could your team develop?

Advocacy Strategies to Consider:

- Publishing success stories highlighting Main Street's impact.
- Distributing an annual report to showcase successes and needs.
- Hosting an annual stakeholder meeting to engage and inform the community.
- Building relationships with elected officials year-round.
- Encouraging community members and business owners to share testimonials.
- Moments that stood out to you during Hill Day.

Step 2: Adding to the Wonderwall (10 minutes)

- Place your sticky notes on the Wonderwall.
 - "What Went Well" section for successes.
 - "Opportunities for Growth" section for improvements.

Step 3: Review & Add Actionable Insights (10 minutes)

- Identify recurring themes or new insights.
- Add specific, actionable steps to improve future advocacy efforts.
 - Example: "Prepare talking points in advance for clearer messaging."

Step 4: Final Reflection & Personal Commitment (10 minutes)

Write your responses:

- What am I most grateful for from this experience?
- What's one area I'd like to improve for future advocacy?
- What action will I take to support my growth or the team's growth?

Write your Personal Commitment on a sticky note and place it on the Wonderwall (or keep it for yourself).

Reminder for Group Reflection (20 minutes):

1. Review the Wonderwall together.
2. Discuss common themes and actionable steps.
3. Share individual commitments for improvement.

By focusing on these strategies, Main Street nonprofit teams can ensure sustainability, strengthen advocacy, and enhance economic impact within historic commercial districts.

Personal Commitments (Keep it for yourself):