



FOCUSING *the*  
**FATHERHOOD**  
**FLAME**  
Community Conversations Starter Kit

# CREATIVE *Sparks*

## FACILITATOR GUIDE

**CREATIVE SPARKS** are designed to ignite ideas and actionable change around fatherhood in quick, interactive, energizing ways! To make it easy for you to plan and implement this **CREATIVE SPARKS** session, this Facilitator Guide provides detailed information about the set-up, scripting, and materials.

## CROWDSOURCING

Good ideas abound when we're in good company!

This **CROWDSOURCING** activity is designed to spark synergy among the diverse viewpoints of FLAME participants—and build cohesion around bold ideas that attendees can begin acting on *now* to support fathers. This activity will also set the stage for participants to develop next steps for implementing these ideas.

### MATERIALS NEEDED

- ✓ **PRINTED FACILITATOR GUIDE** for the Crowdsourcing activity
- ✓ **TIMER** on your phone or a stopwatch to time each round
- ✓ **BELL/CYMBAL, WOODEN TRAIN WHISTLE, OR SLIDE WHISTLE** to signal **STOP/LOOK/LISTEN** to get participants' attention so you can provide instructions or move to the next step of the activity
- ✓ **INDEX CARDS**—one for each participant
- ✓ **PEN, PENCIL, OR MARKER**—one for each participant (set on tables in advance)

### SPACE CONSIDERATIONS

Ensure enough open space for all participants to move around freely and mingle during the activity.



## ACTIVITY INSTRUCTIONS

*30 minutes*

As the groups' facilitator, you'll lead participants through a two-part activity to generate innovative ideas. Part 1 of **CROWDSOURCING** will generate a set of bold ideas for potential action. Then, Part 2 involves five casual scoring rounds where your group will identify their Top 10 Ideas & Steps to rally around as a community.

**CROWDSOURCING** consists of five consecutive 3-minute rounds. First, participants will write down a bold idea of their own, alongside a first step for implementing their idea. Then, during each 3-minute round, attendees will mingle and pass their cards quickly from person to person. At this point, the cards will simply be passed repeatedly among various participants, not read by anyone. Then the facilitator will signal to stop. Then everyone will have the remaining 2½ minutes to read and score the specific card in their hand at that time.

After five rounds, the group will identify the cards with the highest total score. The facilitator will collect the top-scoring cards and share the ideas and first steps with

### NOTE

- The **bolded text** indicates your action steps as the facilitator.
- The *italicized text* is a suggested script of what to say to participants to guide them through the activity.
- The **red text** provides additional guidance during or between steps.



**ACTIVITY: Crowdsourcing****30 minutes**

- 1) Distribute one index card and one pen or pencil to every participant.**
- 2) Introduce the STOP/LOOK/LISTEN signal and get the group fired up to start the Crowdsourcing activity by saying:**

*“Based on what you have heard about the importance of fathers throughout this event, I hope you’ve been thinking about what actions you can take to champion fathers in your circles of influence. In this activity, we want to think even bigger and bolder. So, imagine if you were **10 times** bolder, what big idea would you recommend to champion fathers? And what first step would you take to get started? Remember to be bold! Say that with me, ‘Be Bold!’”*

- 3) Provide instructions for Part 1 of the activity.**

*“On your index card, I would like you to write down two things: First, write down your bold idea to support fathers. Then jot down a first step to making that bold idea a reality. You have 3 minutes to reflect and write. Any questions?”*

*After answering any questions, continue by saying:*

*“Your 3 minutes start now! Go!”*

*Start the timer for 3 minutes.*

*At the end of 3 minutes, ring the bell or blow the whistle to signal to participants to STOP/LOOK/LISTEN.*

- 4) Provide instructions for Part 2 of the activity.**

*“Now that you have your bold idea and your first step written on your index card, bring your index card with you and move to the open space where we will continue with the second part of our activity.”*

*Once the whole group has moved to the open space, you will continue by saying:*

*“When I say ‘Go,’ I want you to start mingling around this area and exchange your card with someone else. I don’t want you to read the card you receive; I simply want you to continue to pass cards over and over until you hear the signal to stop passing cards. At this point, everyone should have a card that is not their own.”*



## ACTIVITY: Crowdsourcing



*“Let’s practice mingling and passing one at a time for the next 60 seconds. Remember, don’t read the card. Just Mingle and Pass. Go!”*

After 60 seconds, signal the group to stop.

*“Very good! Now that you have the hang of Mingle and Pass, the next step is called Read and Score. In this step, you’ll read the card in your hand. Then you will rate the bold idea and action step with a score from 1 to 5, with 1 being the lowest score and 5 being the highest.”*

The “scoring” is subjective and based on individual perceptions of the boldest and most actionable ideas for promoting responsible fatherhood.

Let participants know that the scoring criteria should reflect that ‘1 = I’m not too sure about this idea’ to ‘5 = I absolutely LOVE this idea!’

The purpose of scoring is not to judge, but to simply identify the ideas that resonate with the most with people attending the event. So the higher the score, the more people generally agree with or like the idea. At the end of the activity, the highest scored ideas will be shared with the larger group to spark ideas to act upon.

*“Without looking at the back of the card, you’ll ‘Lock your score in your head.’ That way, we aren’t influenced or biased by anyone else’s scoring. Once you have the score in your head, turn the card over and write your score on the back of the card. Any questions?”*

Answer any clarifying questions.

### 5) Begin Round 1 of Crowdsourcing.

*“So, here we go with Round 1! Start mingling and passing your cards. Go!”*

At the end of 30 seconds, ring the bell or blow the whistle to signal to participants to STOP/LOOK/LISTEN and then announce:



## ACTIVITY: Crowdsourcing



*“Now you have 2½ minutes to read and score the card in your hand. Write your score on the back of the card, next to the previous participant’s score.”*

At the end of 2½ minutes, ring the bell or blow the whistle to signal to participants to **STOP/LOOK/LISTEN** and then announce:

*“Round 2 begins now. So start mingling and passing your cards. Go!”*

At the end of 30 seconds, ring the bell or blow the whistle to signal to participants to **STOP/LOOK/LISTEN**.

**6) Repeat this process of Mingle and Pass and Read and Score until you have completed 5 rounds.**

**7) Ask the group to add the scores on the back of the card in their hand to come up with a total score and identify the Top 10 Ideas and Steps.**

*“Now on the back of the card in your hand, add up all 5 individual scores and write the card’s total score. Who has a card that scored 25 points?”*

Invite each person holding a card with a score of 25 to read aloud the bold idea and first step to the whole group.

*“Who has a card that scored 24 points?”*

Invite each person holding a card with a score of 24 to read aloud the bold idea and first step to the whole group and so on until the Top 10 Ideas and Steps have been shared.

*“Well done—we truly have some bold ideas in this group! We will post all of the cards [name location] so please be sure to take time to look them over today. Thanks for helping to actively generate big, bold, and actionable ideas for supporting fathers and families.”*

**8) Post all the cards on a wall, whiteboard, or window, with the highest-scoring cards on top.**