

CLT Start-up primer

In deciding to start up, there are several key issues that need to be determined:

1. **What are our rationale and objectives?** Are we interested in housing other people? Doing environmental design? Housing people of a particular faith or community profile? Setting up an intentional community? So, what are our core purpose and interest?
2. **How will we get organised?** Publicity and awareness raising; membership drives; local support; funding and other support; resources; volunteers/staff; waiting list
3. **What is our service area or community and how big will it be?** Who are our intended residents and members? Are we planning on a dozen households, a suburb, a city?
4. **What structure will we use?** Co-operative, Association or Company?
5. **Who might we partner with?** Existing community housing providers, non-profits and other organisation with objectives, activities and philosophies that align with ours.

To form and launch, we might want to follow these steps:

1. Hold a strategy and planning meeting of the 'core' group.
2. Adopt a Constitution, and form as a company, association or co-op, and appoint or elect office bearers
3. Decide who the target households are
4. Decide what the target area(s) are
5. Develop a membership recruitment strategy based on these two factors (3 and 4)
6. Publicise that the organisation is forming
7. Identify potential allies and make contact with them
8. Identify potential sources of funding and land and make contact with them
9. Carry out membership recruitment strategy
10. Publicise and hold public forums
11. Hold meetings of members
12. Undertake detailed strategic planning – identify funding and land available, how to make best use of those assets, accessing loan finance, stock targets (including income mix, tenure types and any cross-subsidies) and a timeline for actions
13. Launch the organisation or programme as a public event
14. Refine detailed operational procedures such as eligibility criteria, waiting lists, etc.
15. Begin housing people.