

# HOW DO I TELL IF AN ORGANIZATION PURSUES COMMUNITY-LED DEVELOPMENT (CLD)?

*Red Flags and Green Flags*



Though every organization is different, many community-led organizations share traits, as do non-community-led organizations. These red flags and green flags are meant to serve as guideposts for donors to help determine which organizations are community-led and which are not. This is not a comprehensive or absolute list.



## Communities as Partners

CLD Organizations will often refer to the communities they work with as "partners" or "leaders" in their work

## Communities as Beneficiaries

"Beneficiaries" is an outdated term that removes agency from locals and implies a power imbalance between implementers and communities.



## Building Capacities

CLD efforts often talk about building communities' capacities to develop themselves by empowering local leaders, using local resources, etc.

## Traditional Fundraising Methods

Traditional fundraising methods like sending address labels, and employing guilt and emotional appeals usually also indicate traditional development methods.



## Long-term Impact

CLD organizations usually measure impact not just by the hard outputs of a project, but by the impact it has on the community in the long-term.

## Staff is all or mostly American

Traditional organizations usually have US-based, all-American staffs. CLD orgs will have in-country staffs made up of locals.



## Showing Joy and Power in Photos



CLD Organizations will not show sad, black and white photos designed to guilt, but instead will share more joyful photos showing communities at work.

## Sponsorship Programs

If an organization is asking for money to "sponsor" a family or a child through a regular donation, they likely aren't pursuing CLD.



## Gender-Sensitive Approaches



While not always the case, most CLD organizations will have women-centered philosophies and projects and recognize the value of women.

## Language that Implies Paternalism

Non-CLD organizations will use words that highlight their "beneficiaries" "needs," they "provide" services and "give" or "allow" things.



## Sustainability



Community-Led projects are usually more sustainable, because the community can continue to maintain them without the implementing organization.