

A study on the strategies of an NPO- how the Peitou Cultural Foundation promotes the community learning

Abstract

11 years ago, the Council for Cultural Affairs gave us the concept “community empowerment”. It focused on making inhabitants of a community willing to participate in public affairs. Non-profit organizations play an important role in the process, while government efforts were ineffectual.

The studied case is the Peitou Cultural Foundation. Because of the passion of the leader of this foundation for the community where he lives, the foundation has succeeded in organizing people from government officials to scholars to found the Peitou Charter and to establish the College of Cultural Affairs. They have led the local inhabitants to learn from community issues. The foundation has therefore transformed itself into a promoter, not only a participant. Also, the Peitou community has become a model community for community empowerment and community learning.

After some analyses were made, we came to the conclusion that there are four main strategies to take:

1. Perpetual going concern and strategies on organizing: gather enthusiasts together, create some local organizations.
2. Strategies on telling others our ideas and vision: make inhabitants know that we can develop a better environment in which to live and to relax.
3. Strategies on teaching inhabitants to learn from local issues: encourage them to be willing to participate and to learn. In other words, to develop cultural industries.
4. Strategies on resource planning: ranging from training volunteers, establishing networks to founding community universities.

NPOs should not only focus on planning, but focus on providing a better environment as well. They should manage the human resources, integrate all the institutions related to this subject and create education centers to make local inhabitants there become well-educated citizens.

keywords: Non-profit organization, community learning, strategy