



Starting an OpenIDEO Outpost

This toolkit will help you get started with launching your first OpenIDEO Outpost.

What is an OpenIDEO Outpost?

OpenIDEO Outposts are a lighter version of our Chapters program. It allows anyone, anywhere to be a part of creating an impact with OpenIDEO in your local community.

Our Outposts program gives you hands-on experience with building a local OpenIDEO community. You'll also identify leaders that you can collaborate with. If you're interested in starting an OpenIDEO Chapter in your city, you must first launch an Outpost.



To start an Outpost, you'll need to launch one of these events in your city.

Workshop an Active OpenIDEO Challenge

The event might begin with a crash course on design thinking or with a focus on one part of the process, such as design research or ideation. Pick one of our active challenges on the OpenIDEO platform. After introducing OpenIDEO and the topic, support participants with submitting research or ideas—depending on the current phase— onto the online platform.

CASE STUDY

Design Workshop in San Francisco

During our Higher Ed Challenge, a group [facilitated a workshop on human-centered design](#) in San Francisco. Attendees conducted interviews and brainstorms, and uploaded contributions onto the Ideas phase of the Challenge.

“I’m enjoying my experience here with both youthful and experienced people.”

—San Francisco Participant

Host an OpenIDEO Rapid Response Event

During an OpenIDEO Challenge, we sometimes ask our community to simultaneously launch events around a single theme during a specific time frame. This is a great way to engage your local community in a collective, global effort.

CASE STUDY

#LetsTalkAboutDeath

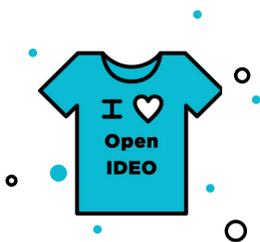
During our End of Life Challenge, we asked our community to [launch storytelling events](#) that encouraged people to talk about death and dying. More than 70 events were launched in 32 countries.

“I appreciated the honesty and openness of the participants who shared their personal experiences.”

—Singapore Participant

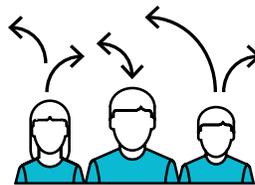
How do I get started?

We recommend working with at least one other person to launch your OpenIDEO Outpost—together is better. You'll need to find a venue and market your event to the local community. To us, size is less important than bringing together a diverse and committed group of people. Learn as much as you can about OpenIDEO and our Chapters program before your event. You'll want to capture the contact information of participants and think about the questions below:



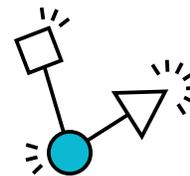
BETTER UNDERSTAND YOUR COMMUNITY

Who showed up for the event?
 Did you identify participants that could join a leadership team to support you with building your Chapter?
 What skills are present in your community?
 What excites your community?
 Who are the partners in your community that you'd like to work with?
 Do they understand what OpenIDEO is?



FOCUS ON PEOPLE AND COLLABORATION

Did you kick off your event with an activity that connects everyone to each other?
 How might your community best collaborate together to address challenges?
 How did the community gel together? Do you think they'd want to collaborate with each other on a monthly basis?



HAVE A CLEAR PATH FORWARD

How was your experience launching an OpenIDEO Outpost? Would you be happy to do it again?
 Is there enough interest from your community to continue?

RELATED TOOLKIT

Need help marketing your Outpost event?

Planning your event is just the first step. We've [created a guide](#) to help you promote your event to your local community.