

RASCI

Don't you hate creating a fabulous flyer or flat out avoid looking at new marketing platform because you had no idea whom to get approvals from? All of a sudden, you didn't know you had to get approval from X, Y, and Z! When you are creating a project, you need to define the roles everyone will need to play. For example, whom do you need approvals from? Whom can you go to for advice? Whom do you need to send an FYI to? The earlier you can sort this out, the better. A RASCI chart is a great way to figure this out in advance.

Responsible

The person responsible needs to make sure that everything gets done. Whether that means getting approval from the board, gathering information about an event, coordinating with volunteers or committee members, making things go to the printers... you get the idea. Ideally, there should be one person in this role. If you've ever been in a situation where there were too many cooks in the kitchen, deciding on one person to make the project happen will help streamline the work.

Approval

Do you need a committee chair, vice president, president or rabbi to approve materials before they go out? Better find out at the beginning so you're not scrambling to contact someone to approve an ad that needs to go into the next printing of the Jewish paper by 2 p.m. today. Find out who needs to approve the project early and make sure you check in.

Support

Who will help you implement the publicity? Do you have someone in charge of social media? Does someone else manage the newsletter? Do you have a designated person in charge of talking to reporters? These are all of the people who can help you make this project happen. This is your support team. Find out now who can help you implement your communications plan and make sure you're in contact with them.

Consult

Is there anyone you can go to for advice? You can pick the brain of a communications specialist in your community. You can contact your affiliate support representative at Jewish Reconstructionist Communities. You can network with people in other congregations. You are not alone. Think about the people you can go to for a brain storming session, advice, history, and so on. These people would not have the final say in your project, but you should know who to go to if you feel stuck on an obstacle.

Inform

The people in this category don't make decisions and may not have any direct involvement in your communications plan, but they should probably just get a heads up that you're working on something. This may mean an email to the rabbi, administrator, executive director, chairs of other committees, etc. It's always better to over communicate than under communicate, but this group should not be an obstacle for you to implement your plan.

RASCI Chart Example

Name Role	Responsible	Approve	Support	Consult	Inform
John D. Publicity Chair	X				
Jane B. VP of Engagement		X			
Jared H. Administrator (newsletter)			X		
Lilly F. Facebook volunteer			X		
Maurice Harris Liaison to Jewish Recon.				X	
Rabbi Amy					X

