



Find Community Leaders

Title	Who They Are	What They Can Offer
Official Leaders	Elected officials, school board members, CEO's, etc. – they are traditional “leaders.”	Official leaders tend to focus on the official business of the community – e.g. policy decisions, economic development. They are often most in tune with civic leaders and may be seen as disconnected from people’s daily lives.
Civic Leaders	Religious leaders, neighborhood association presidents, etc. – they hold recognized civic positions in the community.	Civic leaders often represent the interests of a particular group of people or institution within the community. They typical are knowledgeable about the official layer of the community and can provide the point or view of their interest group on official issues.
Catalysts	People who have wisdom, know-how and historical perspective about issues and places. They are respected and seen as unofficial “experts” in people’s eyes. Others turn to them for guidance and help.	Catalysts often do not have official titles, but they are often the real and authentic voices of the community. They can offer insights and advice on what people really care about, what values they wrestle with, how people talk about issues and what they don’t know.
Connectors	People who move from organization to organization, like pollinating bees spreading ideas and social norms from place to place. Others turn to them to learn “what’s going on.”	Connectors often can lead you to influential but hard to find leaders (such as catalysts) and citizens who are part of less visible community organizations. Connectors also can help you learn how the work of different community organizations relates to one another.