

Community organizing is a process where people who live in proximity to each other come together into an organization that acts in their shared self-interest.

<http://ctb.ku.edu/en/table-of-contents/overview/model-for-community-change-and-improvement/lessons-learned/main>

http://www.google.com/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=7&ved=0CDkQFjAG&url=http%3A%2F%2Fwww.sagepub.com%2Fupm-data%2F24165_Chapter1.pdf&ei=dkpvVebeEoepogSKzYGQCA&usg=AFQjCNF9dYdOF0OGgwBw4AW97NXsMVwpMg

<http://comm-org.wisc.edu/papers97/beckwith.htm>

Social marketing seeks to develop and integrate **marketing** concepts with other approaches to influence behaviors that benefit individuals and communities for the greater **social** good.

<http://www.cdc.gov/healthcommunication/campaigns/index.html>

<http://www.social-marketing.com/whatis.html>

<http://ctb.ku.edu/en/sustain/social-marketing/overview/main>

<https://captus.samhsa.gov/access-resources/ten-steps-developing-social-marketing-campaign>