Community engagement is easy, right?!
Why community engagement?

Grantees #1 challenge:

Engaging people and maintaining engagement throughout their grant project.
What is community engagement?

Conversations with 10 or more people who don’t work here.

Source: http://nonprofitaf.com/
Community engagement is...

the process of working **collaboratively with and through groups of people** affiliated by geographic proximity, special interest, or similar situations to **address issues affecting the wellbeing of those people**.

It is a powerful **vehicle for bringing about environmental and behavioral changes** that will improve the health of the community and its members.

It often involves partnerships and coalitions that help **mobilize resources and influence systems**, change relationships among partners, and serve as **catalysts for changing policies, programs, and practices** (CDC, 1997, p. 9).

Why is community engagement important?

What is your experience with community engagement and why is community engagement important?
How do you engage people?

Think about a time when you got involved in a community campaign, event, or issue.

What motivated you to say yes?
Be responsive to your audience

If the issue isn’t a priority to your audience, people won’t get involved.

Community leaders can influence new people to get involved.
Building your network of support

Your circle of influence
One-on-one meetings

One-to-one meetings can help you develop a larger network and learn more about your audience.

A one-on-one is an opportunity to:
- Establish and build relationships
- Learn about someone’s background and interest in an issue
- Share information about your campaign/effort/interests
- Ask for help and support
One-on-one meetings

- Start with a friend, colleague or neighbor who might be interested in what you are doing.
- Branch out and meet with people who are active in groups, faith communities, businesses, government, etc. in your community.
- Time and location need to be public and convenient for the person you are meeting with.
- Take time to get to know people.
- Ask for help.
- Follow up and let folks know how things are going with your campaign.
Find and lean on your supporters

• **A Doors**: Your most dedicated supporters. They are on your side and will keep you motivated.

• **B Doors**: These folks may support you or your issue, but they are cautious and will need to be cultivated.

• **C Doors**: These folks don’t support you and may even work against you. You may need to neutralize their influence on others.
Leadership lessons from dancing guy?

Hennepin County Environment and Energy
Take away tips

• Decide why community engagement is important on this topic
• Get to know, grow, and be responsive to your audience
  • Networking and your circle of influence
  • One-on-one meetings
• Lean on your supporters
  • A, B, C “doors”
  • First followers