

Community Engagement

Essential questions for building meaningful relationships

1. Purpose

What is it that you are trying to achieve? Why will community engagement be important?

3. Context

What is the historical context that you are working in? Consider your previous work in this community as well as the wider context and experiences of the community.

5. Project goals

How will you measure success?

8. Resources

What resources do you have available? Staff, networks, money, time, etc.? Are there any gaps?

2. Who

Who in the community do you need to engage? Do they have lived experience of the issue? Who will be easy / difficult to reach? Who else could/should be involved?

4. Pain points

What concerns might the community have? Are there any reasons it might be difficult to collaborate? What tensions might need to be addressed?

7. Shared goal

What is the shared common goal which will unite people and lead to a sense of shared success?

9. Communications

How will you keep the community informed in the lead up to, during and after this project? What information will you want to share? How will community members communicate with you before, during and after the project?

10. Meaningful engagement

How will you engage the community in a meaningful way? How will you ensure opportunities for 'getting to know each other'? How will you build trust with the community? How will you reach those who are more difficult to reach?

6. Community goals

What does success look like for the community? How will they measure success?