



TOOL | COMMUNITY ENGAGEMENT PLANNING CANVAS

TIME REQUIRED: 1-4 HOURS

Why are you engaging? Who are you engaging? How will you reach them? How will you know if it's going well? This canvas will help you explore the critical considerations of an engagement process, allowing you to plan and share key information in one place for discussion and refinement.

OVERVIEW

This planning canvas will help you work through the main considerations when planning to engage any segment of your community.

Use this as a space to reflect, generate ideas, and refine your thinking. It can also serve as a holding place or reference file to summarize the key information for each of your engagement initiatives.

USING THIS TOOL WILL HELP YOU:

- Focus on your goals of engagement before jumping into methods
- Connect theory and practice to frame engagement opportunities
- Walk through all major components of a planning process
- Think ahead to consider resource needs and evaluation questions

USING THE TOOL

The planning canvas can be used individually or within a team when thinking about why and how to engage your communities.

Step 1 – Always start with the WHY ENGAGE box. It is important to understand your purpose for engagement and list your goals before considering methods.

Step 2 – Move on to the other boxes in any order. Always refer back to your Engagement Goals to ensure the activities you design will meet your objectives.

Step 3 – Use the back of the canvas to map out the phases of your engagement. Be sure to indicate when you will close the loop with community members to thank them, share back what you heard, and let them know what will happen next.

Step 4 – Use the completed canvas to share your plans with other stakeholders for their thoughts and feedback.

THE PLANNING CANVAS IN PRACTICE

Below is an example of a completed planning canvas for a Youth Engagement Strategy, followed by a blank template for your use.

You can also download and print a [blank Community Engagement Planning Canvas](#).

Funded by the Government of Canada's Social Development Partnership Program.

Canada 

The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada.



COMMUNITY ENGAGEMENT PLANNING CANVAS



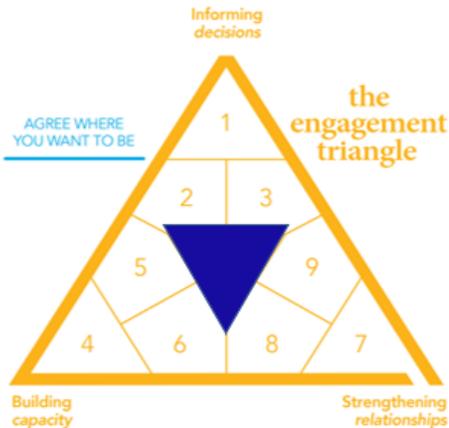
This planning tool will help you work through the main considerations you need when planning to engage community. Use this as a space to reflect, generate ideas, and refine your thinking.

Create a Youth Engagement Strategy

WHY ENGAGE?

PURPOSE

Shade the segment of the triangle based on your purpose for engagement.



ENGAGEMENT GOALS

What are the main reasons for wanting to engage the community? What do we hope to learn? What are the beneficial outcomes for the community?

1. Provide youth ownership of the plan creation & build leadership skills
2. Generate ideas & understanding between youth and orgs that serve youth
3. Connect with underrepresented youth

HOW ARE YOU ENGAGING?

LEVEL OF ENGAGEMENT

Circle the appropriate level of engagement based on your purpose and goals.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level.
STYLE	"Here's what's happening."	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve this problem."	"You care about this issue and are leading an initiative, how can we support you?"

METHODS OF ENGAGEMENT

What methods will you use to engage people?

1. Youth planning workshop
 - Hear from youth on key ideas and challenges
 - Design consultation process
2. Youth engaging youth
 - Peer-to-peer interviews to engage underrepresented youth
3. Youth synthesis workshop
 - Youth to theme and write up recommendations
4. Co-design session with orgs serving youth + youth leaders
5. Youth strategy-writing workshop

GUT CHECK

- What's the benefit to the community?
- How invested is the community in this topic? Is this a polarizing issues?
- What decisions have already been made? What's open for discussion?
- Who is already working on this topic or with this community? Have previous engagements been done?
- How are you making this inclusive and accessible?

WHO?

What are the characteristics of the people we want to engage? What would 'qualify' them to be someone we want to engage with? Would anything disqualify them?

1. Youth
 - Unrepresented youth
 - Youth leaders
 - Broad population
2. Orgs serving youth

RESOURCES REQUIRED

What things (staff, money, external supports, etc.) do we need to make this happen?

1. Organizational-buy-in to a youth-led strategy
2. Youth coaching

HOW WILL YOU EVALUATE?

EVALUATION QUESTION Based on engagement goal	DATA SOURCE Where will you find the information?
1. Did youth feel empowered and equipped?	Post-project interview (eg. identify new skills)
2. Did youth & orgs connect and generate new ideas	Summative evaluation
3. Were underrepresented youth engaged?	Summative evaluation



COMMUNITY ENGAGEMENT PLANNING CANVAS

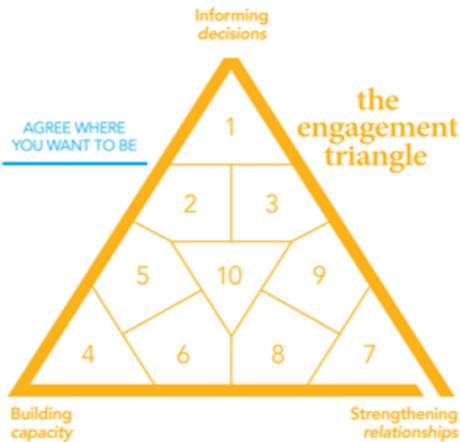


This planning tool will help you work through the main considerations you need when planning to engage your community. Use this as a space to reflect, generate ideas, and refine your thinking.

WHY ENGAGE?

PURPOSE

Shade the segment of the triangle based on your purpose for engagement.



ENGAGEMENT GOALS

What are the main reasons for wanting to engage the community? What do we hope to learn? What are the beneficial outcomes for the community?

1.
2.
3.

HOW ARE YOU ENGAGING?

LEVEL OF ENGAGEMENT

Circle the appropriate level of engagement based on your purpose and goals.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level.
STYLE	"Here's what's happening."	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve this problem."	"You care about this issue and are leading an initiative, how can we support you?"

METHODS OF ENGAGEMENT

What methods will you use to engage people?

GUT CHECK

- What's the benefit to the community?
- How invested is the community in this topic? Is this a polarizing issues?
- What decisions have already been made? What's open for discussion?
- Who is already working on this topic or with this community? Have previous engagements been done?
- How are you making this inclusive and accessible?

WHO?

What are the characteristics of the people we want to engage? What would 'qualify' them to be someone we want to engage with? Would anything disqualify them?

RESOURCES REQUIRED

What things (staff, money, external supports, etc.) do we need to make this happen?

HOW WILL YOU EVALUATE?

EVALUATION QUESTION Based on engagement goal	DATA SOURCE Where will you find the information?
1.	
2.	
3.	

YOUR ROADMAP FOR ENGAGEMENT

What are the phases of your engagement and activities within each phase? After each activity, how might we follow up with participants to share their information back with them and demonstrate a meaningful impact that resulted from their participation?

