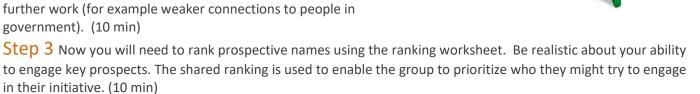# TOOL | Top 100 Engagement

There are three pre-conditions of Collective Impact: Influential Champions; Urgency of Issue; and Adequate Resources. Together, these three pre-conditions are critical community engagement elements that determine the success of a Collective Impact effort. A good assessment of the pre-conditions informs the groundwork needed to build awareness, and ultimately momentum, around its issue.

Main Ideas

This tool will help your group to identify and prioritize influential champions who could be engaged in the Collective Impact effort and lend their support to moving the effort forward.

Step 1 – Invite participants to spend a few moments individually brainstorming names of individuals who they know and think would be helpful in moving the collective effort forward. Place each name on an individual post-it note. (10 min)

Step 2 – Using the table below, the participants begin to sort the names into sectors ultimately trying to identify 25 business, government, community or non-profit sector leaders. The participants identify areas of strength (for example lots of individuals identified in the business category) and areas of further work (for example weaker connections to people in government). (10 min)

Step 3 Now you will need to rank prospective names using the ranking worksheet. Be realistic about your ability to engage key prospects. The shared ranking is used to enable the group to prioritize who they might try to engage in their initiative. (10 min)

Step 4 – The final step is to test what do you know. Using the worksheet below pick one person and work through the engagement cycle. (10 min)

Tool Debrief:

Using the information from the worksheet, build a database of those we want to engage. Host conversations for system-wide engagement and develop a communications strategy that keeps them linked to the work.

Step #2 Top 100 Engagement Worksheet

Business Sector *Share organizations, names and titles*	Government or Public Sector *Share organizations, names and titles*

Citizens/Lived Experience *Share organizations, names and titles*	Voluntary/Charitable/Non-Profit Sector *Share organizations, names and titles*

Step #3 Raking Our Top 100

WHO	ABILITY to Help *The Reason*	ABILITY to Help *Ranking*	WILL to Help *The Reason*	WILL to Help *Ranking*	NOTES

Step #4

The Engagement Cycle

Lessons from Fundraising

1. Identification

Pick one Partner

2. Inform

What is the ask?

3. Engagement

What is the activity?

4. Engaged

When will we know they are engaged?

5. Stewardship

How will we keep them engaged

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