COMMUNITY ENGAGEMENT PLANNING CANVAS

This planning tool will help you work through the main considerations you need when planning to engage your community.

ETAMARACK INSTITUTE

PROJECT TITLE:

WHAT IS OUR ROLE?

What's your relationship with the community for this work?

PROVIDED **TO** THE COMMUNITY (without their input)	PROVIDED **FOR** THE COMMUNITY (with consultation)
PROVIDED **WITH** THE COMMUNITY (with their involvement)	PROVIDED **BY** THE COMMUNITY (with their leadership)

What's important to keep in mind as we're engaging? (context, prior relationship, etc.)
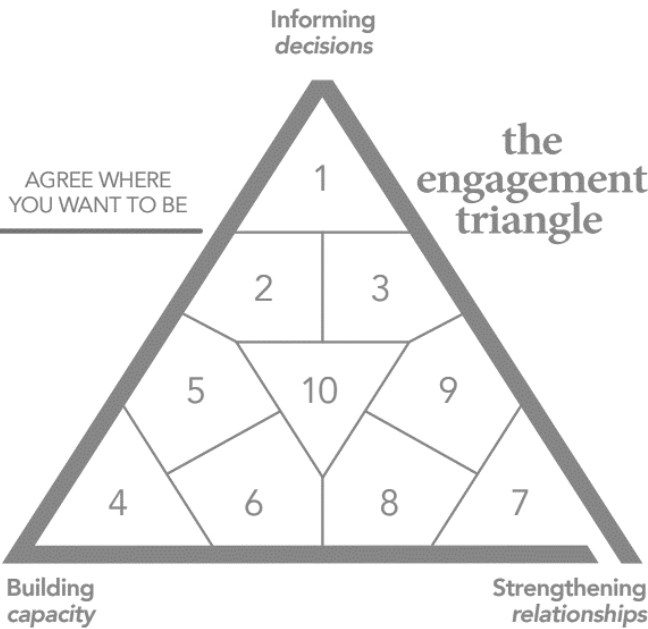
WHO SHOULD BE ENGAGED?

Who are the key people who need to be engaged?

WHY ENGAGE?

PURPOSE
Shade the appropriate segment of the triangle. Are you needing to inform decisions, build capacity, and/or strengthen relations?

Informing *decisions*

AGREE WHERE YOU WANT TO BE

the engagement triangle

1

2 3

5 10 9

4 6 8 7

Building *capacity*

Strengthening *relationships*

ENGAGEMENT GOALS
What are the main reasons for engaging 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 people with balanced and objective information to assist them in understanding the problem, alternatives, and solutions.	To obtain feedback on analysis, alternatives, and/or decisions.	To work directly with people throughout the process to ensure their concerns and aspirations are consistently understood.	To partner with impacted community members and groups 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 are leading, how can we support you."

METHODS OF ENGAGEMENT
What methods will you use to engage people?

GUTCHECK

1. **Context expertise** – Is context expertise, or lived experience, amplified and integrated into the work?

2. **Power** – How are the people who are closest to issues able to shape outcomes?

3. **Inclusion** – Are we truly listening, learning, and reducing barriers?

4. **Meaningful contribution** – Does our 'what' and 'why' have co-benefit to the community? Are we inviting people to contribute in meaningful ways?

5. **Strengths** – How can we learn about and leverage community strengths and assets?

6. **Accountability** – Are we demonstrating that we listened and that community contributions shaped the outcome?

YOUR ROADMAP FOR ENGAGEMENT

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

RESOURCES REQUIRED

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

HOW WILL YOU KNOW IF YOU'RE MEETING YOUR ENGAGEMENT GOALS?

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

METHODS FOR ENGAGEMENT

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
EXAMPLE TECHNIQUES	• Website • Email • Public meeting • Webinar • Videos • Infographics • Social media • Ads • Posters • Information hotlines • Presentations/ live streaming • Expert panel • Displays / exhibits • Site visits / tours • Media coverage	• Polls • Voting • Surveys • Interviews • Focus groups • Online forums • Online commenting • Social media discussion/ townhalls • Voicemail commenting • Door-to-door • Kitchen table talks • Open houses / pop ups • Comment boxes • Art & theatre • Deliberative poll	• Workshops or Large group meetings • Crowdsourcing ideation • Mapping • Data Walks • Digital storytelling • Mind-mapping • Visioning • Advisory groups • Scenario testing • Citizens panels • Design labs & hackathons • Participatory budgeting • Leadership development • Forum theatre / Theatre of the oppressed • Document co-creation (docs, virtual whiteboarding) • Open space • Citizen's initiative review	• Steering groups and working groups • Workshops • Document Co-creation (docs, virtual whiteboarding) • Online communities • Working groups/ study circles • Co-design	• Decision-making platform • Citizen committees • Citizen juries • Asset-based Community Development • Participatory budgeting

TAMARACK
I N S T I T U T E

Explore these methods of engagement further:
http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques

Turtle Island (North America) is the ancestral home of Indigenous peoples of First Nation, Métis, and Inuit descent. We recognize that across this land Indigenous rights holders have endured historical oppression and continue to experience inequities that have resulted from the widespread colonialist systems and ideologies that perpetuate harm to Indigenous peoples to this day.

This planning tool was developed by Tamarack's Learning Centre. It combines key engagement theory from:
- Capire Consulting Group (The Engagement Triangle),
- IAP2 (Public Participation Spectrum)
- Nurture Development (To-For-With-By).

We are grateful for their work in advancing the practice of community engagement.

Learn more about the Tamarack Institute's skills for change and browse our free resources.

Discover who Tamarack is and what we do, and follow us on Instagram, Facebook, LinkedIn, and X!