

COMMUNITY ENGAGEMENT PLANNING CANVAS

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

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.)

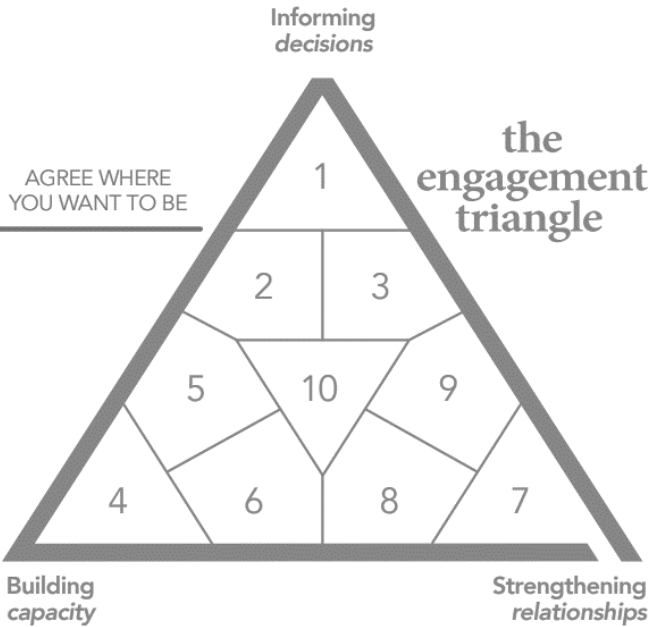
WHO SHOULD BE ENGAGED?

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?



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

- Context expertise** – Is context expertise, or lived experience, amplified and integrated into the work?
- Power** – How are the people who are closest to issues able to shape outcomes?
- Inclusion** – Are we truly listening, learning, and reducing barriers?
- Meaningful contribution** – Does our ‘what’ and ‘why’ have co-benefit to the community? Are we inviting people to contribute in meaningful ways?
- Strengths** – How can we learn about and leverage community strengths and assets?
- 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.	