



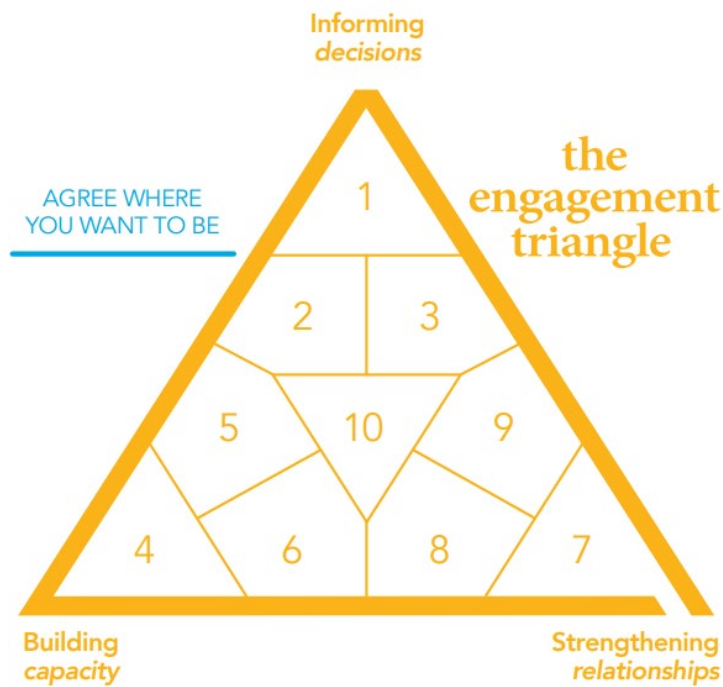
COMMUNITY ENGAGEMENT PLANNING CANVAS

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.

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?

