

Preliminary Community Engagement Strategy

This tool guides you through the questions and priorities that your organization should be aware of in developing your community outreach strategies. It is essential to begin with outlining your purpose or goals for engaging the community, defining the optimal scope of your outreach and generating the objectives and strategies that will achieve your desired outcomes. Consider these statements, questions and components as you begin planning for community outreach.

Recommended data collection, analyses and interpretation: Use of this tool should be a group process with your staff and your potential partners (if possible). Information for each item should be based on the outcome consensus agreement resulting from discussion. Information for some items may require a review of existing documents and/or consultation with clients or other persons with knowledge or expertise outside of that of you, your staff or partners. Interpretation of each item and overall should focus on providing key information that will guide decisions leading to the formulation of the framework for your outreach strategy.

What is your organization hoping to accomplish through its outreach efforts?

How effective are current programs and services that address the problem in your community/target area?

What were the results of education and outreach projects conducted in the past by your organization?

What has been done by other organizations that have conducted campaigns on this issue? How effective were the campaigns?

Preliminary Community Engagement Strategy

Who is the primary target audience – who is most affected, who has the most severe consequences?

Who are the target audience segments – who are the specific groups, sorted by behavior and other variables?

Who influences the behavior of the primary target audience?

Are there secondary sources of data about the target audience and the problem?

What is the overall goal of your program?

What are your (SMART) program objectives? – Are they:

- **Specific** – linked to clear tasks and outcomes, Performance Measures
- **Measurable** (Process–Monitoring, Outcome–Evaluation)
- **Attainable** – Given Socio-Cultural, Political and Technical Reality and Capacity of Your and your partners’
- **Relevant** - Current and Planned Programs and Services
- **Time-Bound** – tasks to be accomplished within well thought out timeframes

Who are some of your potential partners?

Preliminary Community Engagement Strategy

Which media channels (Social, Web, etc.) does the target audience use?

How will you evaluate if your campaign is effective? (See Chapter 3 in this Tool kit)

Do you have the resources to fulfill this strategy? (Think about your current partnerships and alliances)
