

PLANNING FOR SUCCESSFUL COMMUNITY ENGAGEMENT AND ACTION

Step 1: Create a Catalyst for Change	1. What compelling purpose will you focus on, what makes it compelling?	2. What are the potential benefits of community action?	3. What are the potential consequences of inaction?
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Step 2: Recruit Community Leaders and Representatives	4. Who should you engage?	5. Why do you want to engage them, why should they participate?	6. How will you recruit and invite them?
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Step 3: Engage Community Leaders and Representatives	7. What do you need or want to learn from them, what do you want them to do?	8. How will you engage them, what tools might you use?
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Step 4: Deliberate and Collaborate	What change(s) must occur in your community to achieve your compelling purpose?	What “ big ideas ” can help drive and guide your community effort?	How will you define your community to meet different people’s interests and help people to think and act together as a community ?
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Step 5: Act Strategically	What actions and strategies support your “big ideas?”	Who can help take these actions and what existing efforts can you build on to help move from participation to action?
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