



From the book:
Community Engagement ACTION KIT
2nd Edition - Revised & Expanded
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Introduction

Imagine what your community would look like if everyone was inspired to what is possible. Imagine what your programs would look like if they were built upon the community's wisdom and ideas - if they were sustained by the community's passion.

Welcome to the world of Community Engagement!

Whether you are a direct provider of services, a funder, a resource center - engaging the community in your mission will enhance your ability to make a bigger difference in your community. And the very act of engagement will make the community a better place, all at the same time!

That is the reason we created this Action Kit. We know that once you see how easy it is to engage the community in your work, that you will use Community Engagement in more and more of that work. We know you will find it to be easy, effective, and energizing, all at once. And we know the results will help create the healthy, vibrant community you dream of.

Making Community Engagement Practical

This **Action Kit** is just what it says - a step-by-step guide for creating and implementing your Community Engagement plan.

- The **Action Kit** will provide you with the background for understanding what Community Engagement is and what it can accomplish that other approaches cannot.
- The **Action Kit** will provide you not only with the "how-to" for each step in the engagement process, but the reasoning behind those steps.
- The **Action Kit** includes samples for each step in the process, to help clarify each step as you go.

Using the Action Kit with FriendRaising

As you get deeper into your Community Engagement planning, you will find it helpful to use the **Community Engagement Action Kit** in conjunction with its companion book, **FriendRaising: Community Engagement Strategies for Boards Who Hate Fundraising but Love Making Friends**. The hundred or so strategies in FriendRaising will spark even more ideas for Community Engagement activities to help you accomplish your goals.

It is our hope that as you practice engaging the community in every aspect of your work, that Community Engagement moves from being an "activity you do" to simply "the way you are" - moving from **doing** engagement to **being authentically engaged at the core**.

To that end, we invite you to please share your stories with us. We want the world to know about the amazing things that happen when you knock down the walls between the community you serve and the work you do.

Now get out there, and engage your community!!

With gratitude for the work you do to make your community a healthy, vibrant place to live,