Community Engagement

Step-by-Step ACTION KIT

2nd Edition Revised & Expanded

By Hildy Gottlieb

Table of Contents

Preface: About this Action Kit
Part 1 Introduction to Community Engagement
Part 2Creating Your Community Engagement Plan31Step 1: Focus on the Community's Potential35Step 2: Goal Setting36Step 3: Who to Engage?42Step 4: Strategies to Engage People You Know46Step 5: Strategies to Engage People You DO NOT Know48Step 6: Prioritizing - the Magic Matrix50Step 7: Implementation Planning59Step 8: Monitoring Progress64Step 9: Follow-Up68
Sample Plan: From Start to Finish71
Part 3 Community Engagement and Your Organization
About the Author