

Creating an Engagement Action Plan

You can expand the impact of your community project through outreach and engagement. We want to help you identify and achieve a meaningful goal to work with policymakers, the media, community members and anyone else who can increase the reach and success of the project.

This toolkit is intended to help you focus on a specific goal to accomplish, as well as a plan to get there. You may want to complete this toolkit separately for each different key person or group important to your efforts.

First, write down any initial ideas about how engagement might help broaden and deepen your project. Be as specific as possible about the who and the what. For example, from a policy perspective, what policy would you want to change or create and how? What policy body could make such changes? Who could help provide information and support this work? From a communications perspective, who would benefit from hearing about your work and why? What ways can you best reach these audiences? More broadly, what are you trying to achieve, and whom do you need to achieve it?

Describe one engagement goal you have based on the prompt above:

Write down the name(s) of 1-2 collaborators—individuals or groups—who could be involved or help you, and what their roles could be in the work.

Who will you need to work with to meet this goal (be specific—list individual policymakers or news outlets rather than generic “policymakers” or “media”)?

How will you collaborate with the people identified above (phone calls, emails, virtual meetings, or a mix of everything)?

How frequently should you contact them to meet your goal (monthly, quarterly)?

What key information do you want to share with them (project milestones, project stories, community member stories, etc.)?

Realistically, how much time will you and your collaborators spend working to reach your intended audience each month?

Given the amount of time you are willing to spend, what types of activities will you prioritize to work step by step towards your end vision?

Now take what you have written above and put it into a single, clear action plan with a goal.

The goal should be SMART: Specific, Measurable, Achievable, Realistic, and have a set Timeline.

If you would like, you can use this prompt to put everything together, or write your own:

I will work with our community to contact [our city council representative Jordan Smith] ***every*** [month that we're working on the project, and once after the project is complete] ***through*** [emails and virtual meetings] ***including*** [my collaborators Casey and Alex]. ***We will share*** [project updates and compelling stories] ***with them to achieve*** [our goal of having the city change its policy to ban the dumping of chemicals into local sewers] ***by*** [December of this year].

Your turn!

My Engagement Action Plan

I will work with our community to contact:

Every: _____

Through: _____

Including: _____

We will share: _____

With them to achieve: _____

By: _____

Helpful Resources

[Researching policymakers toolkit](#)

[Tips to engage with policymakers toolkit](#)

[Crafting your message and ask for policymakers toolkit](#)

[Storytelling toolkit](#)

[Talking with journalists toolkit](#)

[Writing op-eds/letters to the editor toolkit](#)

[Using social media toolkit](#)