

# Community Engagement

## *Purpose & Activities*

Who and how an organization engages the community varies greatly depending on the purpose of engagement. Below is a chart, developed by City Voice, of activities and practices used when doing community engagement. These are based on our research on institutional community engagement, and our experiences working in the social services, nonprofit, and philanthropic sectors.

ORGANIZATION	WHO	PURPOSE	HOW
Corporation, business	Nonprofit partners, a neighborhood association, faith group or institution of higher education	To inform, consult, or involve in achieving mutually beneficial outcomes (such as developing a workforce pipeline)	Through meetings with nonprofits, invitations to campus/office, pro-bono services, grants, or a formal partnership toward a common goal
Health care institution	Nonprofit partners and people affected by a specific health issue	To inform, consult, or involve in improving health outcomes	Public awareness campaigns, health fairs, meetings with nonprofits, formal partnerships toward a common goal, research projects, grants
University	Local, state, national, and global nonprofits, neighborhood associations, community centers	To inform, consult, involve or collaborate in the exchange of knowledge	Through service learning, participatory research, pro-bono services or grants
Government office, elected officials	Residents, constituents, and other institutions such as nonprofits, businesses, civic	To inform and consult on policies or practices (get feedback)	Through public and private meetings or surveys, formal

	associations, and universities		partnerships with select nonprofits, grants
Schools	Parents, guardians, local nonprofits, faith groups, and businesses	To inform and consult on school policies, practices, events, or involve in achieving greater outcomes for students	Community outreach events, home visits, communication, parent nights, formal partnerships towards a common goal
Nonprofits	People they serve (clients) and/or seek to benefit or work alongside on a specific issue	To inform and consult (getting feedback and direction) regarding programs and services offered or collaborate in achieving greater outcomes	Through outreach events, focus groups, surveys, storytelling projects, one-to-ones with individual clients, inclusion on an advisory council or board
Philanthropic foundations	Nonprofit partners, a neighborhood association, faith group or institution of higher education	To inform, consult, or involve in achieving mutually beneficial outcomes (such as developing funding priorities)	Through meetings with nonprofits, focus groups, surveys, and grants / in-kind supports
Community organizing nonprofits	People in a geographic area or affected by a specific issue who are bound together by a common interest in that issue	To share ownership and increase community leadership in decision making about an issue	Through one-to-ones, interviews, surveys, steering committees, working groups, meetings with allies, advocacy efforts, protests