

PATH TO THE VIBRANT VILLAGE

Designing a Community Engagement Event

Engaging with the people who benefit from your services, i.e., the communities you serve, is essential for ensuring that services meet their needs and trust is built. Creating the conditions under which these needs can be shared and understood in a sincere dialogue requires special care and attention. It can be fun and is not as difficult as you may think! This Path will help you to think through and plan an initial engagement event with a small, medium, or large group of people from the community you serve.

WHO SHOULD GET INVOLVED?

Since the result of this Path is engagement through a community event, it is optimal to include the hosting team of this event. This team will design, facilitate, and capture collective knowledge at the community event. However, it is also important to inform the wider team and leadership, so that the process can be integrated into the organization: engaging with the community can impact the whole organization. If the event is being applied in partnership with funders and other important partners, they, too, should be involved.



AT THE END OF THIS SESSION YOU WILL HAVE:

- *Established a shared purpose and a formulated intent for involving the community you serve.*
- *Developed an understanding of the relevant stakeholders and their possible involvement.*
- *Drafted a program outline for an event intended to involve community members in a shared mapping of needs and in the creation of strategies for addressing those needs.*

PREPARATION

For this Path, you will need to gather the key people who have a stake in the community event and find a quiet and comfortable space where you can work uninterrupted for the times given.

MATERIALS

- Flip Chart
- A4 Papers
- Markers
- Post-its Notes
- Masking Tape
- Notebooks or Journals for each participant
- Talking Piece

TOOLS

Method Cards:

Circle Practice to Engage in Focused Dialogue (47)
Community Stakeholder Mapping (59)

Background Papers:

Designs for Community Event (41)
Guidelines for Facilitating a Community Event (42)
Participatory Methods and Building Blocks for Workshops (43)
A Short Story of Saltsinistas (44)
Good Practices for Community Engagement (45)
The 8 Breaths of Process Architecture (46)

Worksheets:

Checklist for Organizing a Community Event (27)



FOLLOW UP

Hold weekly meetings up to the event to ensure the Action Plan is being implemented and that any unforeseen problems are dealt with.

ORIENTATION 30MIN

HOST / PREPARATION GROUP: Introduce Path and day program. Share why you would like to engage the community through an event (e.g., to build trust through dialogue with a section of the community, to jointly identify needs within the community, or to engage members in identifying ideas to meet these needs).

First round and discussion:

Following **Circle Practice to Engage in Focused Dialogue (47)**  and using a talking piece, invite all members of the team to answer the question "What inspires me about engaging this group of people?"

INPUT TO PATH CANVAS: 3 points of collective inspiration for engaging the community.

GROUNDWORK 60MIN

HOST / PREPARATION GROUP: Present **The 8 Breaths of Process Architecture (46)**  as a guide to preparing a community engagement event, facilitating an event and capturing the knowledge that will be gathered from the event.

Describe the importance of identifying the need and purpose of engaging this group of people.


As a group, discuss the need and purpose to gain shared clarity about why you will host a community event, and why you want to engage this community specifically. Reflect on the following questions:

Based on the purpose, what is the target group of people we want to engage? What kind of relationships do we have? Do we already have established relationships or do we need to build them?

For inspiration, see **A Short Story of Saltsinistas (44)**  and **Good Practices for Community Engagement (45)** .




INPUT TO PATH CANVAS: A short statement summarizing the purpose of hosting a community event.

SUMMIT 60MIN

Use **Community Stakeholder Mapping (59)**  to identify the different stakeholders within and around the community, to create a target participant profile, and draft a short list of who to invite to the event.

INPUT TO PATH CANVAS: Target participant profile.

OUTLOOK 90MIN


- Using **Designs for Community Event (41)**  and **Participatory Methods and Building Blocks for Workshops (43)** , discuss how the event will be designed to achieve the purpose you identified.
- Translate the design into a program for the event by using the outline of the program described in **Guidelines for Facilitating a Community Event (42)** .

INPUT TO PATH CANVAS: Basic building blocks of the event.

CLOSING 30MIN

Final round / Check Out

ACTION PLAN 60MIN

- Now that you have identified whom to invite and made an initial design/program, you can create a list of what needs to be organized beforehand, so that the event will be successful and flow smoothly.
- Go through **Checklist for Organizing a Community Event (27)** , and fill out the action list about what needs to be organized, who will lead each activity, and by when each activity needs to be completed. Agree where the list and program will be stored accessibly and who will be responsible for updating them.

INPUT TO PATH CANVAS: Action Plan for implementing the community event.