


# Engaging community in meaningful ways



# Why is community awareness critical to your foundation's success?



# Definition: Community engagement

- Process for your foundation to **connect** and **interact** with your community.
  - Can include **multiple** strategies.
    - Ranging from simple to sophisticated.
    - Across several methods.
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# Why is community engagement important?

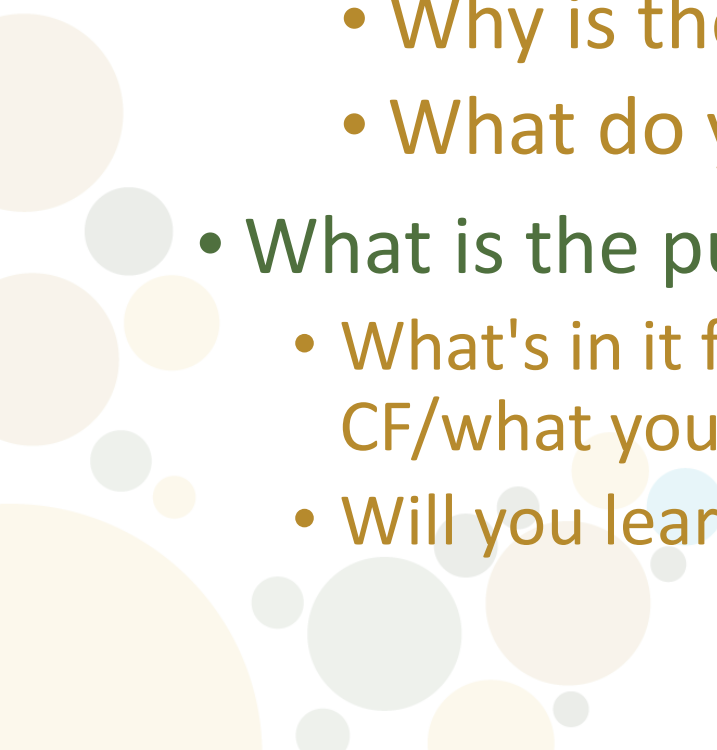
- Helps people in your community see that your foundation bring value to the community.
- Builds transparency and trust in the work of the foundation.
- Helps you know about your community.
  - Used to support your operations and strategic plan.
- Engagement is the final step in the relevancy continuum.
  - Awareness => Understanding => Appreciation => Engagement

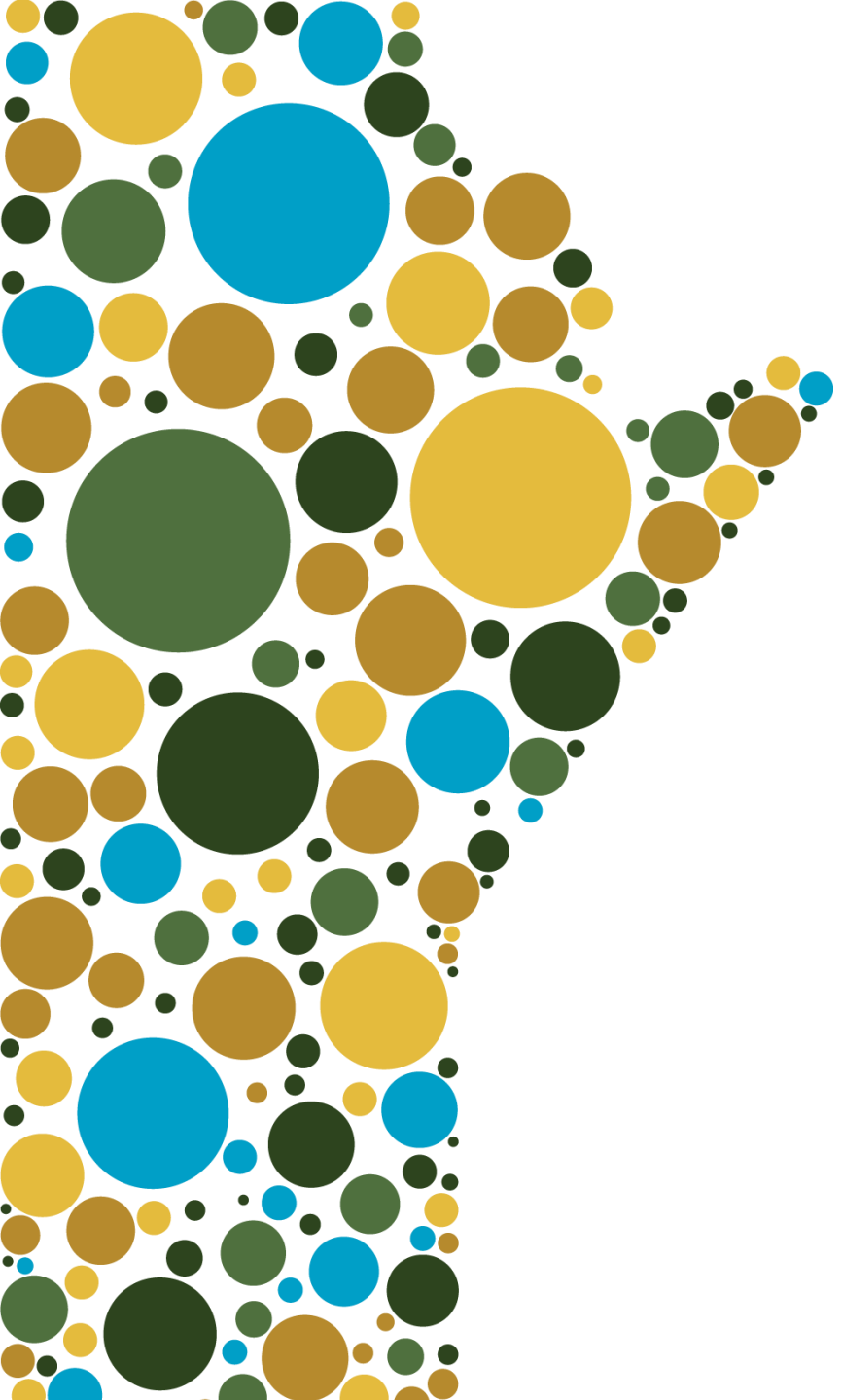


# How to engage community

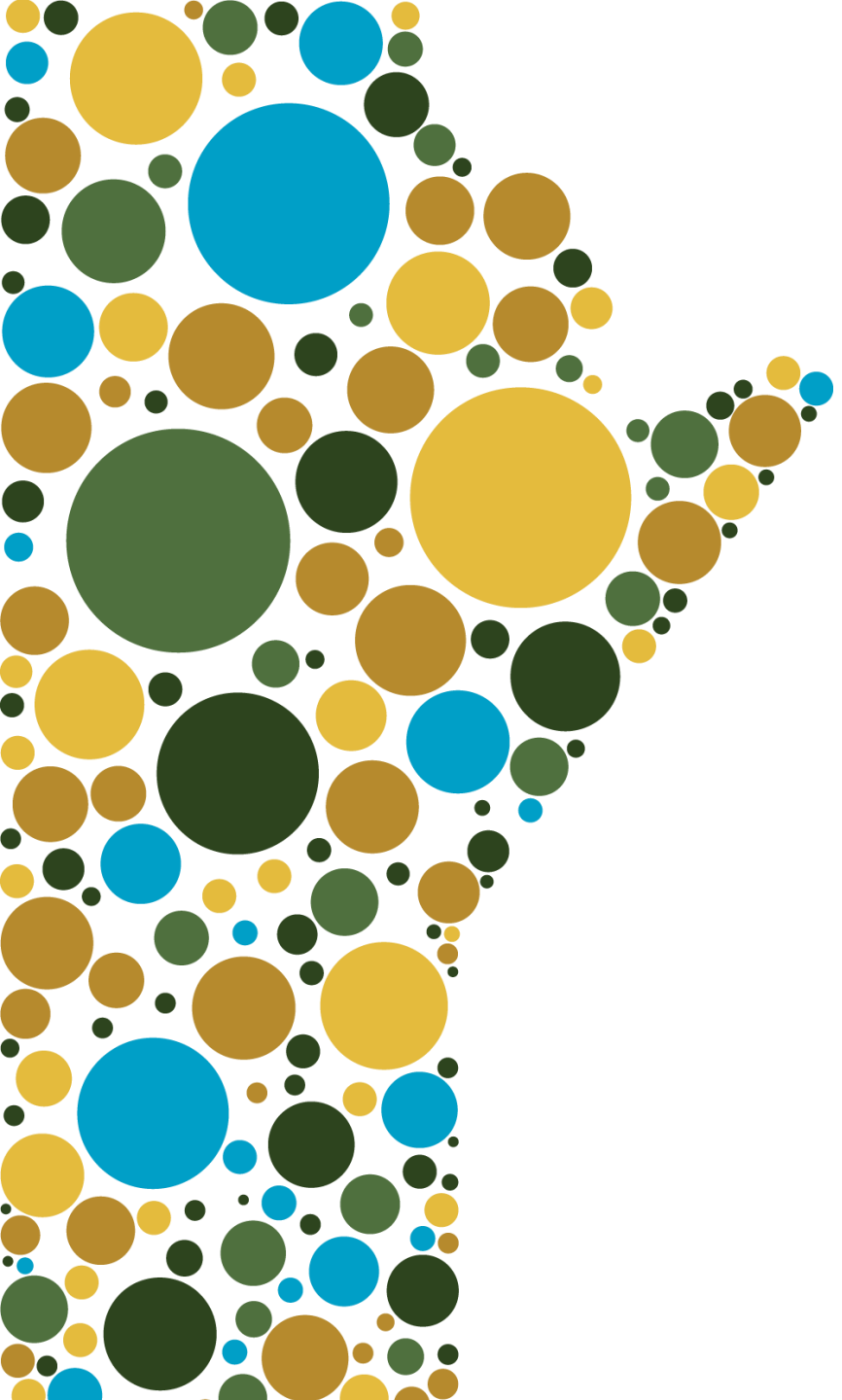
## Do the prework:

- Get alignment from board and staff.
  - Intentionality matters!
  - Why is the CF engaging community?
  - What do you want to accomplish/learn?
- What is the purpose?
  - What's in it for the community? Why should they care about your CF/what you're offering?
  - Will you learn anything? What will you do with what you learn?





# Reflections from Youth in Philanthropy




**Why does your foundation want  
(or need) to engage with your  
community? What is the purpose?**

**Why would a community want to  
engage with you? What value do  
you bring?**

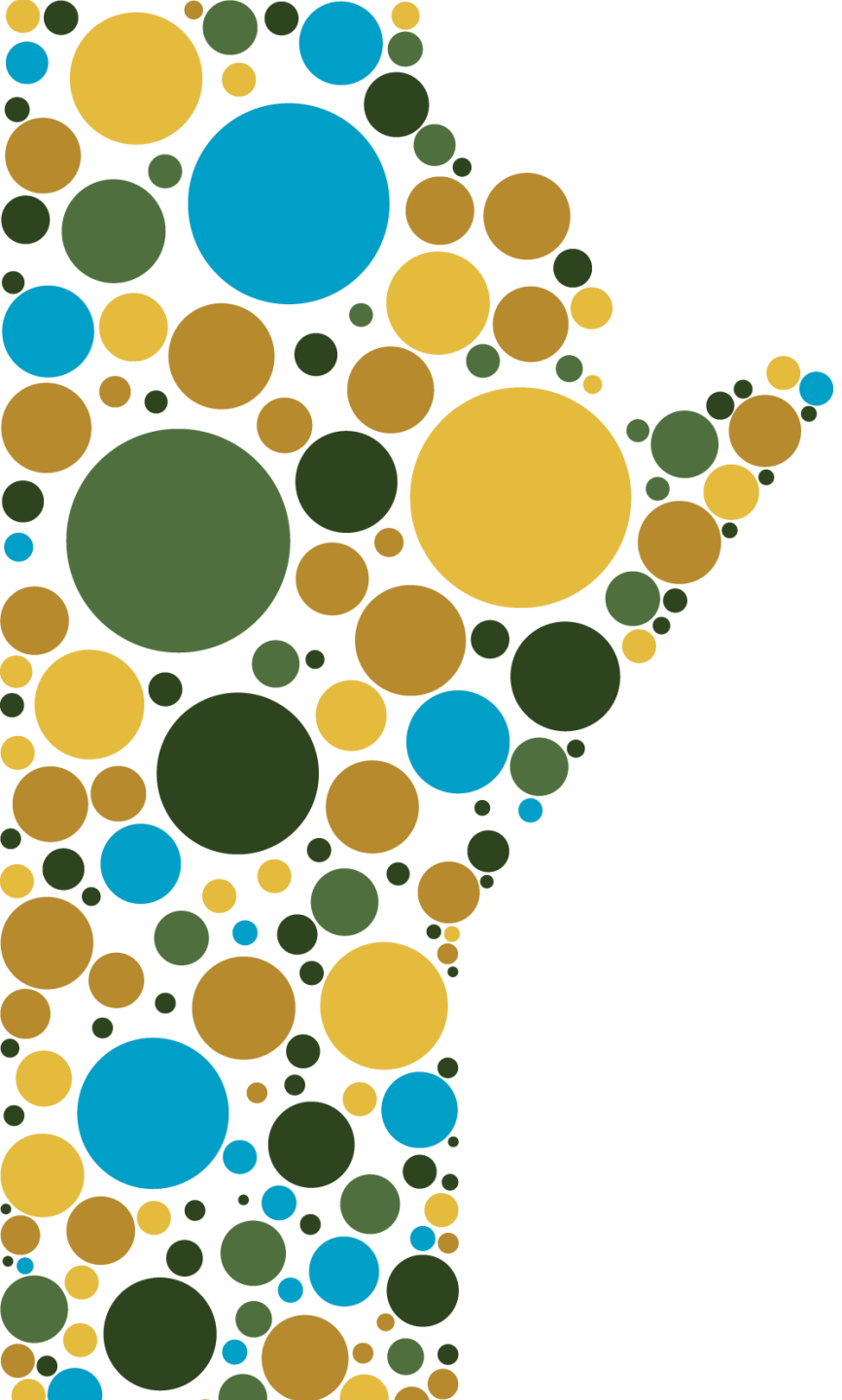


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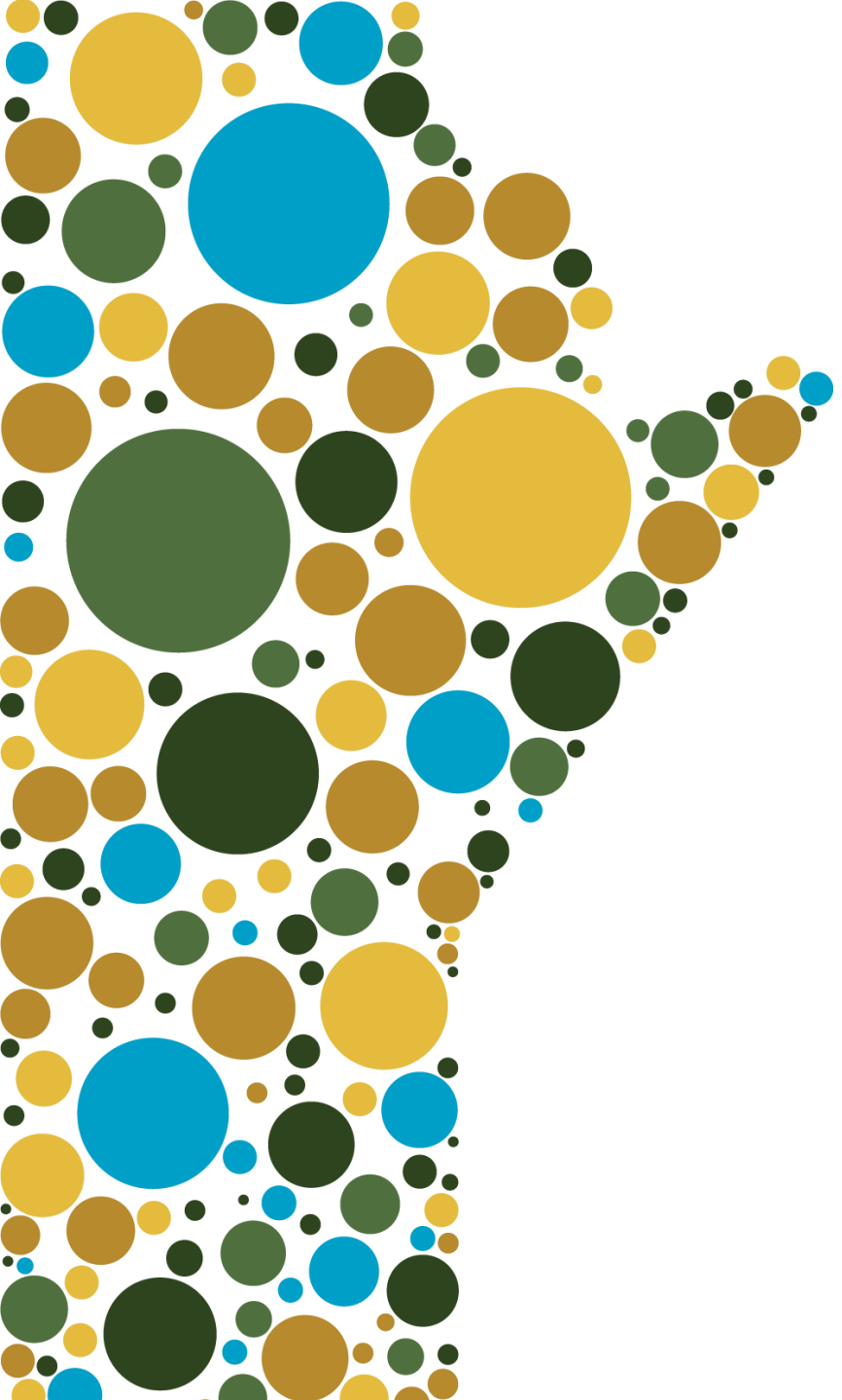
## Determine who & how to engage:

- Identify your target audience.
    - Don't just engage those you already are connected with.
    - Focus on who **isn't** engaged with your foundation but may be curious.
    - What does inclusivity mean?
  - Ways to convene:
    - Large group meetings/events
    - Small targeted meetings/events
    - One-on-one conversations (for example, grantees, donors, program participants w/lived experience).
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# Reflections from Youth in Philanthropy



**Who should you engage with in  
your community?**

**How can you engage this group?**

# What are the outcomes of community engagement (measurable)

- The engagement and information gathered can be used to support CF operations and strategy
- Increased engagement with your foundation (attendance at events, comments on social media, grant applications, donations).
- Enhanced and strengthened community connections (partnerships, collaborations, conversations with and across community).



# Engaging community

Community engagement should be a two-way relationship – you are sharing information while also learning about your community.

How can you use the information you learn about community?





# Engaging community

What community organizations can you partner with, when considering your engagement strategies?



**Thank you**

**Endow Manitoba** is an initiative of The Winnipeg Foundation