Community Engagement Template

Basic Information

- Project Name:
- Objective: Define the primary goal of the engagement (e.g., increasing awareness, gathering feedback, building relationships).
- Target Audience: Detail the specific community or demographic you aim to engage.
- Timeline: Specify start and end dates for the engagement period.
- Responsible Team/Person: List the individuals or teams responsible for each part of the project.

Engagement Activities

Activity Type	Description	Objective	Target Audience	Date	Location	Responsible Person

Communication Plan

- Key Messages: Outline the main messages you want to convey to the community.
- Channels: List the channels through which you will communicate with the community (e.g., social media, email, town hall meetings).
- Frequency: How often will communications be sent out?

Resources Needed

- Materials: Detail any materials needed for activities (e.g., flyers, digital content, gifts).

- Budget: Estimate the budget required for each activity.
- Logistics: Outline necessary logistical arrangements (e.g., venue booking, online platform setup).

Monitoring and Evaluation

- Success Metrics: Define what success looks like for the engagement (e.g., number of participants, level of feedback received).
- Data Collection Methods: Describe how you will collect data (surveys, attendance, online analytics).
- Evaluation Schedule: Set times to review the engagement's progress and impact.

Feedback and Follow-Up

- Feedback Collection: How will feedback be collected from participants?
- Action Plan: What steps will be taken based on the feedback?
- Follow-Up Activities: Plan any necessary follow-up activities to maintain engagement (e.g., thank you emails, next steps communications).

Instructions for Use

1. Fill in Basic Information: Start by defining the scope and objectives of your community engagement.
2. Plan Engagement Activities: Detail each activity planned, its purpose, and logistics.
3. Develop a Communication Plan: Ensure consistent and clear communication throughout the engagement period.
4. Allocate Resources: List all necessary resources to execute the plan effectively.
5. Monitor and Evaluate: Regularly track progress against your success metrics and adjust the plan as needed.
6. Feedback and Follow-Up: Capture feedback and plan for ongoing community interaction to build long-term relationships.