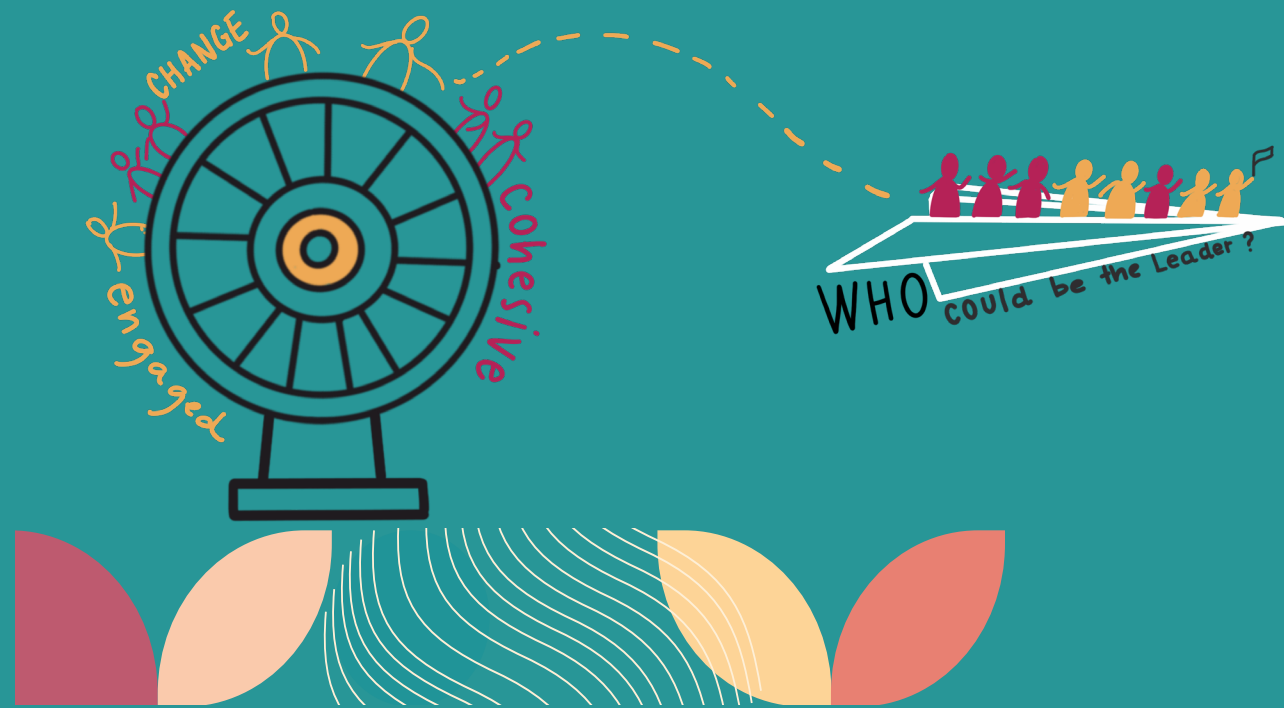


# Community Engagement



# Community Engagement

04

## Practice: Map people (1)

Mapping people, places, projects and potentials in the community

05

## Practice: Map people (2)

Identifying people assets: map 100 influential people

06

## Reflecting and learning

What has been learned through the mapping exercise?

07

## Core capabilities explored

What type of skills are we looking at?

## PRACTICE: MAP PEOPLE (1)

Mapping people, places, projects and potentials in the community.

As an organization that has its territorial community as the focus of development, it is essential to gather knowledge about the people, places, projects and potentials of the community.



These constitute the asset base that the foundation will engage with, connect to and multiply through its mechanisms.

**Knowing about the community is a continuous and cumulative process.** Community foundation initiators may feel intimidated by thinking they have to know everything and everyone from day one. Reassure them that this is a gradual process built in time, driven by their continuous pursuit to surface assets and aspirations.

You can help them get started to reach out to their community by suggesting a mapping exercise that focuses on a key community asset: people.



**Invite the team into the following challenge: identify 100 influential people** in their community. The list can include people with valuable voices, contributions and achievements in various areas: entrepreneurs, educators, journalists, lawyers, facilitators, marketers, social workers, activists. They are people who have shown a **concern for the well being of the place** they call home.

Remind initiators that who they put on their map speaks of their vision and values, the filter through which they see the community and its people.

It is a good exercise to do as a team because it helps them define a shared system of beliefs informed by each team member's perspective.

**The resulting list of 100 people** is a great base for pursuing people for different roles of the community foundation – potential **grantees, donors, board members** and other forms of engagement and contribution.

The team would be targeting them to be their allies in building the community foundation, in different capacities.

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## PRACTICE: MAP PEOPLE (2)

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After they have mapped the people and sketched out their profiles (topics of interest, abilities, affiliations etc.), they can think of several ways of gathering them around some shared interests.

It is more effective to group them into smaller groups that can be invited to a conversation, than to have a large meeting with all 100 of them at once – especially at the beginning, when people do not yet know what community foundations are about.

Also, some of these leaders, donors and contributors can also be approached through individual meetings or conversations if the initiative group creates a plan on how to split outreach between its members who are interested and willing to carry these conversations.

**Creating a thoughtful invitation for these groups is important.** It is important for the initiative group members to take the time to imagine what might move them to respond to an invitation that comes from a group working to set-up a community foundation.



What message are they sending out, that speaks of their intention to build an organization that leverages the community's assets for the community's benefit? How does that message reflect the respondents abilities and interests? Do they feel seen, when they are invited? Are they intrigued by the invitation?

**During the gatherings with the groups, facilitation will also make a difference in their engagement and response.** It is important for the initiative groups to consider who will open the conversation from their team and what other roles would be important to have around for the conversation.

To make the meeting engaging and create a sense of connection and generosity, guests could be invited to share stories - preparing this in advance - as a way of opening up the floor to a larger **conversation about the assets and the hopes** that exist in the community.

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## REFLECTING AND LEARNING

What has been learned through the mapping exercise?

Community engagement – Reflecting on the first experience

Reaching out to different people in the community can bring up a **diversity of perspectives** about what is of value and what needs resourcing to address.

This diversity is **desirable**, as it puts resources on the map and opens up possibilities for further engagement about the ways in which people can contribute to what they care about.

However, it is common that people first see needs and gaps more than the assets of the territory they share.

To prevent community foundation initiators from feeling overpowered by what comes up in these conversations, it is important to keep this process as a surfacing of issues and potential, but not as a transfer of responsibility towards them, as the foundation team, to take these forward and solve them.



The foundation can do this only in partnership with community members and contributors.

Mapping and engaging those first 100 people is a good exercise of meeting with diverse voices and **positioning the community foundation as a community-powered platform for collaborative change-making.**

It also introduces to people connected to different networks, where they can spread the message, the motivation of building the community foundation and the specific tools it uses to support doers: fundraising and grantmaking.

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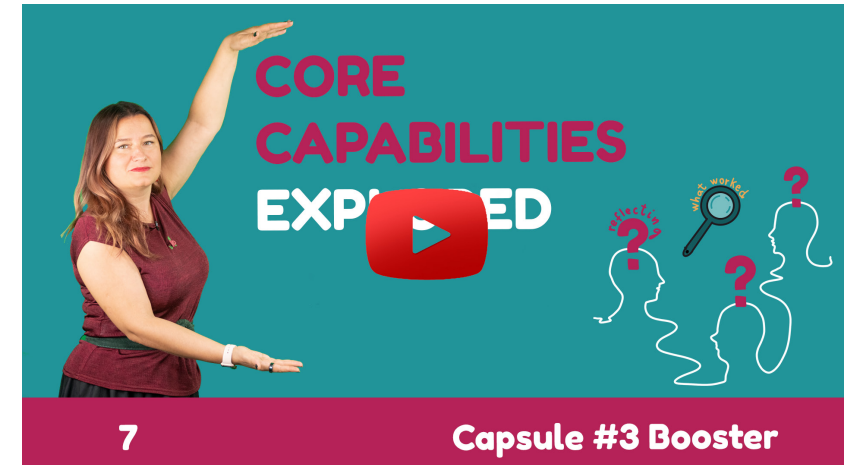
## CORE CAPABILITIES EXPLORED

What has been learned through the mapping exercise?

Some of the capacities that are practiced at this stage of start-up accompaniment in building community foundations include:

-> **Mapping leaders and donors from an asset perspective and creating engagement opportunities** to gauge people's interests and capacities to contribute to the community foundation's mission and mechanisms.

-> **Hosting and facilitating conversations that start from people's concerns, hopes and perspectives** about the future of their community. Initiators convene inclusive conversations to look at the community with a filter of detecting potential, and are careful to set the right expectations about the community foundation's role in the civic and social development ecosystem - **as a partner in catalyzing change, not an implementer or social services provider.**



-> **Grouping / curating people from the community by interest and capacity to contribute**, thus developing the constituency of the future community foundation.

From reflecting on the experience of mapping and engaging 100 people, community foundation initiators can think of ways to better leverage and expand their outreach, facilitation and engagement resources. From this exercise, **potential contributors and new team members may emerge.** They can also create a **map of topics and approaches** that the community members and leaders are most interested to contribute to.