

Set Long-term Goals

Consider:

- What are our long-term goals for engaging the community?
- What are we hoping to see happen, and on what time frame?
- What will success look like?

Example:

- Achieve more active constituents in a low-participation state with respect to voting and policy.
- Develop resilience and empowerment within an identified community.
- Expand access to healthcare.

Identify Specific Strategies to Build Power and Influence Policy

Consider:

- What specific actions can be taken in the next six months to progress towards this goal?

Example:

- Develop safety plans and processes for an organization interested in community events.
- Establish cultural relevance and significance within the community by meeting with community members in their spaces and through formal focus groups.
- Develop Memorandums of Understanding (MOUs) and principles of engagement.

Identify Barriers and Courses of Action to Address Challenges

Consider:

- What challenges might we face when working towards these goals, and how can they be solved?
- What resources or partnerships do we need to reach our community engagement goals?
Are we providing resources that are tailored to the needs of the community, rather than a one-size-fits-all approach?
- What opportunities can we provide to ensure community members have a space to provide feedback?

Example:

- **Challenge:** Communities that don't speak English as a primary language may experience reduced civic engagement.
- **Solution:** Partner with advocates from multilingual communities to help translate communications from your organization into multiple languages.

Measure Successes

Consider:

- How can we track progress towards short-term and long-term goals?
- What data points will indicate progress towards our goals (e.g., participation data)?
- What key milestones will serve as evidence of progress towards the achievement of our long-term goals (e.g. legislation passed to expand Medicaid coverage)?