

OUTREACH AND ENGAGEMENT TERMS AND PRACTICES:

Consider these definitions as a starting point to begin to articulate and describe different aspect of engagement work:

1. **Community Engagement:** A thoughtful and intentional way to build and maintain effective relationships over time. Community engagement involves active listening, learning or mutual exchange of ideas and information, identification of common interests and goals, and translation of those interests into collective efforts to achieve the goals. It can be described as “doing with” instead of “doing for” or “doing to”.
2. **Grassroots Organizing:** Organizing from the ground up. This is a distinctive approach to public participation where you are engaging everyday people, not political or legislative professionals, in shaping a plan, project or public policy.
3. **Grass-tops Organizing:** Leverages the power of the institutional, elected, and representational leaders in a community or organization. Utilizing relational and positional authority to influence your work.
4. **Community Organizing:** Building a permanent infrastructure for grassroots advocates/volunteers to engage in collective action on an issue or community concern. Developing members to be the leaders guiding the efforts.
5. **Community Engagement Resources:** The things we can bring to bear in community engagement work – our assets. These can include staff, money, and time, as well as lists, events, members, partnerships, communication vehicles, and more.
6. **Mobilizing:** Engaging an active group of community advocates, members, and/or volunteers in a specific action with a specific timeline.
7. **Targeting:** Identifying and prioritizing key sets of stakeholders or decision-makers based on the combination of a defined set of criteria, such as: strategic importance, grassroots resources, and potential impact.
8. **Strategies:** The broad approach you will take to accomplish your goals.
9. **Tactics:** The activities and tools that you will use to operationalize and implement strategies and ultimately accomplish your goal.