



Community Engagement: The “Why”

Presented by: Trina Benson



Move *for America*
Together we can



Determining & Defining the “Why”



- Understanding Ultimate Goal of the Why
 - Creating a working definition that you can use in your work
 - Guiding Questions for Getting to the Why
 - Discussion: Scenario Review
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What is the Ultimate Goal
of
Community Engagement?

Benefits of Determining The “Why”

- Clarify objectives
 - Align goals
 - Determine outcomes to be achieved and measured
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Determining The “Why”: Seeing the Big Picture

<https://www.neighborworks.org/Media-Center/Videos/What-makes-a-place-more-than-a-location-what-turns-a-place-into-a-community>

“**Intentionally** unleashing the innate potential of people and institutions and groups in communities to address our common challenges and, at the same time, creating a civic culture in which people come together to shape their own lives and gain real hope about their future and the future of our society.”

* Excerpt from “*Unleashed: A Proven Way Communities Can Spread Change and Make Hope Real for All.*”

Benefits of Determining the Why: What Can Happen When Community Engagement is Successful

- Builds and sustains cohesive communities
- Leads to improved outcomes
- Ensures access and community empowerment
- Helps local governments to promote sustainable decisions

-Sally Hussey

-bangthetable.com

Getting to The Why: Guiding Questions

- What are we trying to achieve in our efforts together?
- What are we building together?
- Why is this important to our community?
- What “wins” are we already seeing?
- What are some of the ripple effects we’re seeing from our efforts?
- (These are positive things that are happening as a result of our actions.)
- What challenges have we faced in doing this work?
- What are important next steps for us?
- Again, what are we trying to achieve and why?

Brainstorm Session: Guiding Questions

Take a few minutes to brainstorm a few additional guiding questions to may help get to the “why.”

Scenario Discussion

https://www.wkbn.com/news/local-news/__trashed-10/

How would you define the “Why”?