Summary of Strategies for Public Engagement: Transactions to Transformations

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The “Strategies for Public Engagement” workshop delved into difficult questions surrounding the need to engage the public in support of NGOs. It focused on the growing need for organizations to move beyond public engagement that is limited to “transactional” input from the public, such as signing petitions, and move toward a type of engagement which empowers the public, forming long-lasting, informed, and transformational ties between the public and the organization. Participants in the workshop brought many questions to the discussion, and the exchange of ideas was vivid and informative.