### Community Engagement

**Purpose & Activities**

Who and how an organization engages the community varies greatly depending on the purpose of engagement. Below is a chart, developed by City Voice, of activities and practices used when doing community engagement. These are based on our research on institutional community engagement, and our experiences working in the social services, nonprofit, and philanthropic sectors.

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>WHO</th>
<th>PURPOSE</th>
<th>HOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporation, business</td>
<td>Nonprofit partners, a neighborhood association, faith group or institution of higher education</td>
<td>To inform, consult, or involve in achieving mutually beneficial outcomes (such as developing a workforce pipeline)</td>
<td>Through meetings with nonprofits, invitations to campus/office, pro-bono services, grants, or a formal partnership toward a common goal</td>
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<tr>
<td>Health care institution</td>
<td>Nonprofit partners and people affected by a specific health issue</td>
<td>To inform, consult, or involve in improving health outcomes</td>
<td>Public awareness campaigns, health fairs, meetings with nonprofits, formal partnerships toward a common goal, research projects, grants</td>
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<td>University</td>
<td>Local, state, national, and global nonprofits, neighborhood associations, community centers</td>
<td>To inform, consult, involve or collaborate in the exchange of knowledge</td>
<td>Through service learning, participatory research, pro-bono services or grants</td>
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<tr>
<td>Government office, elected officials</td>
<td>Residents, constituents, and other institutions such as nonprofits, businesses, civic</td>
<td>To inform and consult on policies or practices (get feedback)</td>
<td>Through public and private meetings or surveys, formal</td>
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<tr>
<td>Community Voice Blueprint: Community Engagement Purpose &amp; Activities</td>
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<tr>
<td><strong>Schools</strong></td>
<td><strong>Nonprofits</strong></td>
<td><strong>Philanthropic foundations</strong></td>
<td><strong>Community organizing nonprofits</strong></td>
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<td>associations, and universities</td>
<td>Parents, guardians, local nonprofits, faith groups, and businesses</td>
<td>People they serve (clients) and/or seek to benefit or work alongside on a specific issue</td>
<td>Nonprofit partners, a neighborhood association, faith group or institution of higher education</td>
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<td><strong>Purpose</strong></td>
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<td>To inform and consult on school policies, practices, events, or involve in achieving greater outcomes for students</td>
<td>To inform and consult (getting feedback and direction) regarding programs and services offered or collaborate in achieving greater outcomes</td>
<td>To inform, consult, or involve in achieving mutually beneficial outcomes (such as developing funding priorities)</td>
<td>To share ownership and increase community leadership in decision making about an issue</td>
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<tr>
<td><strong>Activities</strong></td>
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<td>Community outreach events, home visits, communication, parent nights, formal partnerships towards a common goal</td>
<td>Through outreach events, focus groups, surveys, storytelling projects, one-to-ones with individual clients, inclusion on an advisory council or board</td>
<td>Through meetings with nonprofits, focus groups, surveys, and grants / in-kind supports</td>
<td>Through one-to-ones, interviews, surveys, steering committees, working groups, meetings with allies, advocacy efforts, protests</td>
</tr>
</tbody>
</table>

*Community Voice Blueprint: Community Engagement Purpose & Activities*