

How can I apply these community engagement ideas to my project?

Getting started on your campaign

Here is a short guide for planning an engagement or education/outreach campaign.

- **Observe and ponder.** Go into your neighborhood or the area you want to influence, and notice what is going on in your neighborhood. What is happening and NOT happening in your neighborhood to manage stormwater. Consider the specific actions you may want to focus on. Build your engagement plan around a specific action, barriers and associated strategies.
- **Name your project.** Give form to your idea.
- **Set your goals.** Make sure to identify a specific behavior you will work to influence.
- **Listen to others.** Find out what their barriers are to taking the action you decided to focus on for your project. Get feedback and incorporate that feedback into your plan.
- **Put your plan together.** Determine the strategies you will employ, firmly establish how you will measure success, finalize your plan and start identifying who your supporters are so you can start engaging them in your campaign. Set realistic expectations. It is often underestimated how important it is to plan to spend a lot of time networking, talking to and engaging people.
- **Act on your plan.** Make sure your plan is clear, do the work, check-in and modify as needed.
- **Evaluate your efforts.** How did your results compare with your expectations? How do your outcomes measure up to the effort you are putting in? Are people changing their behavior?
- **Celebrate!** Recognize the work that was accomplished and the people who supported the project! Celebration is not only fun, it reinforces the social norm you are working to establish.

Learning Activity

Take a look at some of the [efforts that previous groups of Stewards](#) have initiated as part of their capstone projects. These projects are creative, people had a lot of fun, and they had a positive effect. Do you think these projects adequately addressed barriers to action? Why or why not?

Learning Activity

On the spreadsheet you downloaded from the website in a previous module, make a list of 10 people you could or want to engage in your project. Include titles like “mayor”, “block leader”, “neighbor”, etc.

- Put a *(star) next to the people you *could* approach right now for a one-on-one meeting, to talk about your education and outreach plan.
- **Circle** the 3 people you will ask first to help you with your efforts. (Circle 3 so you have 2 back up people in case later you decide you don’t want to ask someone you selected.)
- Invite the person you want to talk to first to have a one-on-one conversation. Let them know what you are thinking about, and get their feedback on your plan.

You don’t need to report back on this, but it’s a critical step in putting your outreach campaign together.