


Dynamic Community Engagement

- Convening a comprehensive multisectoral effort to realize a bold community vision -

Stage	Setting the Stage	Creating Community Will	Building Conditions for Success	Action-Learning-Change	Renewal/Wind Down
Description	Local leaders gather knowledge on key community engagement themes.	A group organizes to determine whether the community has the willingness and capacity to take on an issue of concern.	Once community will is established efforts begin to build local conditions for a successful initiative.	Communities begin a dynamic process that results in a cycle of local action, community learning and change.	During the initiative communities assess whether they should continue their work or wind down.
The work to be done in each stage	<p>Some key themes to consider:</p> <ul style="list-style-type: none"> Comprehensive Community Initiatives Multisectoral collaboration Community asset building Community learning and change The Work of the Convening Organization Seeking the Possibilities for Community Strategies for Engaging Communities Creating Movements for Change Strategies for Achieving Scale Evaluating Community Efforts 	<ul style="list-style-type: none"> Achieve a general understanding of the extent and depth of the problem in the community. Understand the major themes and phases of a community-wide effort to implement change. Explore broader local interest in a comprehensive, long-term multisectoral effort to deal with the problem. Develop an initial vision and principles to drive and guide future work. Identify and establish a core group of committed leaders from across sectors to 'steward' the process. Understand the 'work' of a convening organization. Identify technical resources (e.g. best practices, intermediary organizations) and funding organizations that might be accessed to support this work. 	<ul style="list-style-type: none"> Clarify a working definition of the issue. Get a firm grip on the extent, depth and dynamics of the local problem Identify areas and strategies of possible high impact. Create a comprehensive, multi-year community plan to solve the problem. Develop a learning and evaluation strategy. Identify and secure broad-based sectoral partnerships to assist in developing and carrying out a community plan. Expand the leadership for the convening group. Finalize the administrative sponsorship of the convening group. Recruit skilled staff Develop governance structure & process. Create management, communication, financial & administrative systems Mobilize multi-year funding to support the work. Identify and secure needed technical assistance. 	<ul style="list-style-type: none"> Support local efforts to deal with the issue. Evaluate efforts and identify key efforts to address the problem. Scale up efforts that work. Continually reassess and, if necessary, upgrade community plan and approach. Deepen the commitment and capacity of existing partners to solve the problem. Expand the number and range of organizations involved as appropriate. Continually review and upgrade governance structure and process. Adjust internal systems as appropriate. Strengthen staff team through training and other retention measures. Sustain and nurture relationships with current technical assistance providers and funders. Identify and expand technical and financial supporters as required. 	<ul style="list-style-type: none"> Review the outcomes of the initiative to date and the potential for greater impact in the future. Review – and if necessary – upgrade working definition of the problem and general approach to solving it. Celebrate the outcomes and lessons generated to date Explore local interest and in continuing a broad-base local effort to address the issue. Review – if and when necessary – adjust sponsorship arrangements. Review – if and when necessary - re-tool administrative systems if and when necessary. Review – and if and when necessary – strengthen staff team. Engage current – and potential – technical assistance providers and funders fully in participating in learning and decisions on next steps.
Stories	Stories of this stage	Stories of this stage	Stories of this stage	Stories of this stage	Stories of this stage
High Impact Issues	<ul style="list-style-type: none"> Creating a Team of Champion Change Makers Understanding the Work of a Convening Organization 	<ul style="list-style-type: none"> Overcoming Skepticism Dealing with Competing Agendas 	<ul style="list-style-type: none"> Sponsorship Appropriate Structure Funding for Core Operations A Working Definition of the Issue Balancing Process and Action 	<ul style="list-style-type: none"> Building Momentum Managing Growth Sharing Learning Embracing Failure Burn out 	<ul style="list-style-type: none"> Understanding What Just Happened Resources for Core Operations Succession Planning Maintaining Momentum

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