

PART IV

CATALOG OF IDEAS

This section provides three mini-catalogs that detail opportunities and resources for engaging stakeholders.

1 VIRTUAL ENGAGEMENT
Tools and opportunities for engaging stakeholders digitally.

2 PHONE/SMS ENGAGEMENT
Utilized for outreach, consulting with individuals, and facilitating group conference calls and text messaging.

3 PHYSICALLY DISTANT ENGAGEMENT
Tools and resources to safely engage stakeholders in person.

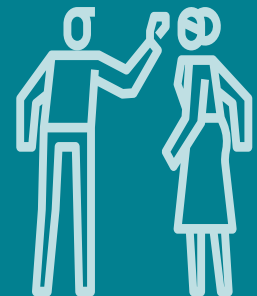
Tips for Sorting: Each of the methods uses icons to indicate the level of participation of your stakeholders. Review [What Does Community Engagement Look Like?](#) for details.



1



2



3



Outreach
educate the public



Consultation
gather information
and ask for advice



Collaboration
engage the public
to work with you
in understanding,
developing, and
implementing



Shared Leadership
delegate decision-
making power to
stakeholders, or give
them a formal roles

CATALOG OF IDEAS FOR

VIRTUAL ENGAGEMENT



Virtual engagement supported stakeholders during COVID-19 and can continue to do so beyond the pandemic. This catalog presents ideas for implementing virtual outreach and engagement. When selecting the best method for virtual engagement, be mindful that some of the included suggestions offer free resources, and some require a fee or account. Choose what best meets the capacity of your organization. For more resources, review the [Mini-Guide for Virtual Engagement](#).

OUTREACH METHODS

Digital outreach methods, like social media platforms, allow for relatively quick and broad channels of communication with stakeholders by disseminating information and building possible relationships as an outcome. Unfortunately, information sharing does not offer high levels of engagement and social media outreach can be perceived as intrusive or impersonal.

CREATE A WEB PRESENCE



Organizations can perform outreach by making information available, and engaging, through web presence. This can include:

- social media campaigns
- newsletter and email blasts
- website or blog updates

This form of outreach is great for disseminating information to those already within your network. Strategic marketing efforts can be used to grow engagement beyond your network. Review [Digital Engagement in Culture, Heritage and the Arts](#) for impactful strategies.

- **Create a virtual care package.** Include books, music downloads, movie recommendations, recipes, games, self-care routines, etc. Try to make this care package fun but also related to your chosen topic. (e.g. If outreach is to inform stakeholders about hand-washing include a recipe for homemade hand soap.)
- **Post live vlog announcements.** This is a great way to share updates and new initiatives that you want stakeholders to know about. Your organization can adapt a regular blog into a Facebook Live vlog, which is more interactive and physically engaging than a traditional written blog.
- **Launch a crowdfunding campaign.** Many virtual platforms promote public engagement through specific community-based projects or campaigns that garner insights and support your team in making an initiative a reality. Use your web presence to launch a community-based fundraising campaign on [ioby](#).

HOST A WEBINAR



A webinar, similar to a typical “subject-matter expert shares basic information” model, is a live or prerecorded video where a presenter shares out information with the community. With the support of interactive features, the presenter can address questions from attendees. Different from a workshop setting, in a webinar, the hosts run the show.



- **Host a virtual press conference.** Invite relevant media outlets and influencers to a live broadcast of your press conference to gain additional coverage and maximize reach through platforms like Facebook Live or Instagram Live.
- **Host a webinar panel.** The panel model allows for multiple individuals to discuss a topic. A panel can be more interactive if the moderator utilizes the interactive features to field questions from the attendees as discussion topics versus just a question and response.
- **Host virtual town halls.** A town hall is an event where a public official answers questions from members of the public. Use the chat function in an online tool, like Zoom webinars or Webex, to lead an engaging town hall experience that addresses community questions and concerns in a safe and anonymous way.



OUTREACH



CONSULTATION



COLLABORATION



SHARED LEADERSHIP

STREAM VIDEO (FACEBOOK LIVE, TWITCH, INSTAGRAM LIVE, YOUTUBE, REDDIT)



Social media video streaming platforms allow users to create their own broadcasts. Utilize the chat function to transform a video from outreach to consultation.



- **Stream how-to videos.** These can include topics such as emergency preparedness, drumming up interest in community programs, or voter registration. Once the broadcast is completed, you can save it to your website or social media account for future viewing.
- **Stream events.** Community cultural events are a great way to bring together members of the public. You can connect with those who are unable to attend in person by broadcasting the event online.
- **Stream an “Ask Me Anything.”** These events prompt stakeholders to ask any question of an interviewee, generally a celebrity or subject-matter expert. This can be a great way to answer a wide array of questions on a given topic.

DEVELOP VIRTUAL ADS



Virtual advertising can be a relatively affordable and easy way to reach specific populations. By placing ads on platforms like Google or Facebook, you can reach a much larger audience, though measuring the impact of this reach can be challenging. Try to think of digital ads as fliering, not as selling services.

THINK OUTSIDE THE BOX



Virtual outreach and consultation can not only be facilitated digitally, but it can also utilize radio, podcasting, and television to support your engagement.

Tapping into Radio

Radio or podcasts can be a vital tool to reach a wide audience, who may not engage with television or social media. Use radio programs to share information with communities and as a platform to encourage open discussion and feedback on a range of important topics. Tools like [Buzzsprout](#) allow you to create a free podcast with [Anchor](#) to share community information.

Tapping into Television

At two [HumanGood](#) developments in the Philadelphia area, staff keep residents engaged through television with preprogrammed activities including Qigong, Tai-Chi, a comedy hour, sing-along karaoke, and a concert series.

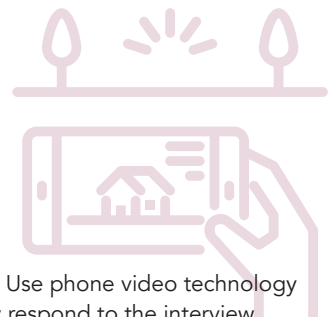
EXPAND YOUR VIRTUAL OUTREACH

Virtual outreach (through web, social media, digital fliering, etc.) has the potential to reach a large population, at their convenience, and supports the long-term outcomes to foster community engagement.

Consider the following strategies:

- Place a **prominent link** to your engagement activity or forum on your website. Pick a short and easy to remember URL. Make sure it appears on all collateral, media releases, and any editorial pieces you publish in the local paper.
- Make sure your project can be **easily found** by search engines (if applicable) through the use of relevant keywords in your project description, and let the world know about it through social media.
- **Email** your entire staff and relevant local organizations. Ask them to pass information on to friends and family (if applicable).
- Find **other local groups** with an online presence, and ask them to distribute your outreach materials.





INDIVIDUAL ENGAGEMENT METHOD

Engagement strategies to connect with individuals virtually

1:1 VIDEO MEETINGS



Utilize a video platform to lead 1-on-1 interviews, build relationships, and capture insights through virtual meetings. Similar to phone interviews, these can be used for formal interviews or informal conversations to solicit insights and input. Unlike phone interviews you can utilize the video function and features of the platform to make this more engaging by playing a game or adding visuals to support idea generation.



- **Conduct a video 'safari interview.'** Use phone video technology to allow the interviewee to, not only respond to the interview questions, but also show with their phone camera their location and context.
- **Host virtual office hours.** This is especially great for team leaders to open up their time without requesting 1-on-1 scheduled meetings. Leverage features such as waiting rooms, co-annotation, and interactive whiteboarding to make the most out of your time.

GROUP ENGAGEMENT METHODS

Provide stakeholders with the opportunity to engage and participate with others

MEETINGS AND SMALL GROUP DISCUSSIONS



Video platforms are appropriate for conducting strategic planning meetings and engaging with stakeholders in small group settings, like focus groups. Online meetings can be more accessible and encourage attendance.



- **Host a virtual lunch and learn.** Sharing a meal is an excuse to catch up and talk and one of the few times where people are happy to put aside their work and take time out of their day to decompress. Keep your community connected and in touch with a virtual lunch or coffee hour.
- **Facilitate community 'speed-dating' (or 'get to know you' event).** Use the breakout feature to allow for structured time for participants to meet, greet, and find commonalities. Review these [resources](#) from Liberating Structures for impromptu networking ideas.
- **Facilitate community storytelling through screen sharing.** Bring community together through a storytelling event. Host an open mic on a subject (like local history) or feature specific storytellers. Stakeholders have an opportunity to tell stories, respond to stories, or just listen.

PARTICIPATORY EVENTS



Virtual platforms with features like breakout rooms (available on select platforms), the chat box, screen sharing, digital whiteboards, and polling features encourage high-participation virtual engagements.



- **Conduct an collaborative needs assessment.** Work with stakeholders to understand their needs by using live polling features to help set the agenda of the engagement by continually prioritizing ideas. Polls can collect anonymous input to be shared with stakeholders, increasing transparency and trust.
- **Build opportunities for virtual civic engagement.** Democratic processes like [participatory budgeting](#) promote participatory decision-making and opportunities for shared leadership through collaborative decisions on how public funds are allocated in communities. Review the [Mini-Guide for Virtual Engagements](#) for more information.
- **Host a World Café.** Promote community conversations by utilizing the [World Café](#) method. It works well in a digital space, allowing stakeholder groups to come together on a virtual platform to share knowledge and encourage collective action.



OUTREACH



CONSULTATION



COLLABORATION



SHARED LEADERSHIP

CONFERENCES



Hosting virtual conferences is a great opportunity to engage with a large number of stakeholders online, as different platforms come with versatile activities to utilize.



For more on virtual conferencing platforms, visit the [Mini-Guide for Virtual Engagement](#).



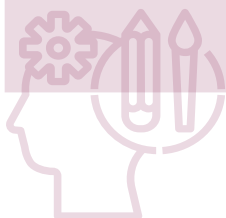
- **Host a job fair.** Bring career advice experts, potential employers, educators, and job-seekers together in a virtual job fair. Attendees can pre-register for breakout sessions with potential employers, those giving educational or career advice, and other relevant sessions.
- **Host a theme-based conference.** For example, hosting a healthy-eating conference to support a neighborhood in understanding their healthy eating options will allow you to bring in keynote speakers like neighborhood chefs. Breakout sessions could host local grocery stores, cooking classes, budgeting workshops, etc. A conference format provides an opportunity to learn from the community and give them a chance to share challenges and opportunities.
- **Host a youth summit.** To support youth engagement through your initiative, a virtual youth summit can bring young people from across the community together to vision, strategize, analyze, and present the things that matter most to them in their neighborhoods.

CREATIVE WORKSHOPS



Utilize a creative platform (MURAL, Miro, Padlet, etc.) to allow for real time creativity and collaboration. Depending on your engagement goals, a creative platform is especially helpful for stakeholder-based brainstorming, consensus building, ecosystem, asset, & power mapping, and participatory decision-making.

- **Facilitate virtual decision-making.** Host a workshop where stakeholders can learn about a subject, debate and hear what others have to say, and then vote or collaborate on a decision. Check out this [resource](#) from Voltage Control.
- **Facilitate a Hack-a-Thon or Makers' Challenge.** Generally Hack-a-thons are live events for designers, programmers, and engineers who produce a piece of software. Hacking brings different types of stakeholders together to co-create a community product, like a prototype of a new online community event board or a proposal for a new community project.
- **Facilitate crowd-sourced mapping.** Use online tools to co-create a community needs assessment through a mapping activity. Tools could include a Google map or platforms such as [Bang the Table](#) or [Social Pinpoint](#).
- **Build a collaborative community scrapbook.** Virtual tools, like [Padlet](#), allow stakeholders to share stories and use those stories to build a community timeline--a scrapbook of sorts.
- **Run a power mapping activation.** Design a [MURAL](#) whiteboard to illustrate a [power map](#) relevant to your targeted community that invites stakeholders to collaboratively map out individuals and institutions with influence.
- **Facilitate a journey map.** A [journey map](#) is a visual storyline that puts you directly in the mind of the community you serve, so you can see what you are doing right and where you can make improvements. Use your project as an opportunity to engage stakeholders through a journey map that allows them to demonstrate their experience and perspective within a community-based issue you are addressing.



SOURCES

Arts and Planning Toolkit. [What is Creative Engagement?](#)
 Jasper Visser. [Digital Engagement in Culture, Heritage, and the Arts](#).
 Miro. [The Guide to Mastering Online Brainstorming](#).



OUTREACH



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PHONE/SMS ENGAGEMENT



Conducting individual and large group engagement through the phone/SMS provides an accessible workaround even beyond the global pandemic. With roughly 45% of the world population owning a smartphone, SMS presents an [opportunity](#) to communicate with stakeholders in a way that fits into the flow of their daily lives. **SMS can expand your effectiveness in reaching audiences, with 90% of text messages read within 90 seconds of arrival and an overall open rate of 98%.** When planning to lead engagements over the phone or SMS, review the [Mini-Guide for Phone/SMS Engagement](#).

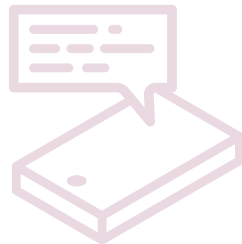
OUTREACH METHODS

Phone and SMS, also known as text messaging, services can be used to disseminate information to a large community population and potentially build relationships as an outcome. It is a relatively quick way to inform stakeholders on a particular program, service, or project. Unfortunately, this engagement type does not offer the opportunity for high levels of engagement, and sometimes, may be perceived as intrusive.

MASS PHONE ANNOUNCEMENTS AND ALERTS



For many households, regular access to the internet is a persistent challenge, but phone capability is likely—whether it's a landline or a cellular calling plan.



- **Send a pre-recorded message.** A phone call with a prerecorded announcement is an efficient way to reach a wide array of stakeholders.
- **Set up a phone tree.** Establish an old school phone-tree, where each stakeholder is responsible for calling several other stakeholders, as a mechanism to disseminate important information and engage with the public.
- **Set up a phone-banking event.** This is an opportunity to promote shared leadership by working with existing stakeholders as [phone-bankers](#) to make calls and debrief on the experience.

MASS SMS/TEXT MESSAGE ANNOUNCEMENTS AND ALERTS



This has been a method for engagement ever since mass SMS /text messaging became a social and professional norm. Different tools like WhatsApp or [CitiBot](#) help reach a vast number of stakeholders. These applications allow you to disseminate information on programs, services, and events, make local news announcements, or connect stakeholders to community-based campaigns.



- **Set up an SMS 'Connection Desk.'** Give members an opportunity to learn more about community news or events. In most cases, this can be done through an online 'connection desk' or community events board. You might even try leveraging a textable number (like [EZTexting](#)), where members can text a number and receive a link to an online events calendar.
- **Provide an opt-in to a texting service.** An opt-in is a way for organizations to provide information. For example, during the pandemic, NYC government used the [692-692 NYC COVID Hotline](#) to provide information regarding COVID-19 and other services.



INDIVIDUAL ENGAGEMENT METHODS

Engagement strategies to connect with individuals via phone or SMS/text messaging.

1-TO-1 PHONE CONVERSATIONS



Individual phone calls can be used in formal settings or informal conversations to solicit insights and input. To make participants feel comfortable, always request consent to call a stakeholder, provide an agenda or script, remain relaxed, and cover costs for the call(s).



- **Conduct interviews.** Interviews can take all types of formats. This great [resource](#) from Community Tool Box is for utilizing interviews as a needs assessment tool and has a section specifically about conducting telephone interviews.
- **Check-in with older adults.** Use calls to reach out to older adults in the community to build relationships, rapport, and potentially capture information about their wellbeing.

PEER-TO-PEER SMS/TEXTING



Similar to 1-to-1 phone conversations, with the consent of stakeholders, you can send them direct texts as a means of community engagement. Different from mass SMS, peer-to-peer SMS is more personal and allows for you to build a relationship with the stakeholder. As with calls, ensure you handle any costs associated with SMS or the phone provider.



- **Administer a volunteer text campaign.** Recruit volunteers to reach out through text to your stakeholders. Give them a script and set of resources, so they can begin to build relationships and identify questions. Texts from community members, as opposed to bots, can help build trust within a community.
- **Offer training for volunteers to refine their peer-to-peer skills.** The [practice of peer-to-peer SMS](#) is one that requires defining your objectives, knowing exactly who your audience is, and bringing in your own voice through SMS.

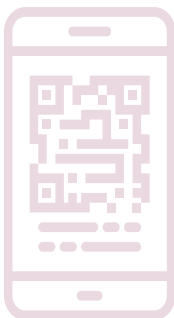
SURVEY AND INFORMATION COLLECTION



Phone / SMS initiatives to gather information often have high response rates, as they are accessible and convenient for stakeholders to complete. You can set up an initiative where you reach out directly to stakeholders through mass-texting, or you host an SMS or phone line that stakeholders can text or call for feedback, questions, or information.



- **Utilize SMS as a survey tool.** The [Texizen](#) platform is an interactive text platform that sends, receives, and analyzes text messages. As SMS surveys are impersonal, be sure to make an introduction to your stakeholders within the first text, and schedule the survey at convenient times.
- **Plan for community- or location-based texting.** Ask individuals open-ended questions to gather insights through SMS-based visual requests. For example, have an SMS line posted at a location such as a park, office, or housing complex. The online platform [coUrbanize](#) used this technique to gather insights from stakeholders about what they would like to see in specific community locations. Learn more [here](#).



QR CODES

QR Codes are graphic barcodes that, when scanned by a smartphone camera, link to a specific internet page or resource. They can be a quick and easy way for stakeholders to pull up information on their smartphone instead of typing in a long web address.



OUTREACH



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INCORPORATING PHONE/SMS WITH OTHER ENGAGEMENT EXPERIENCES

Phone/SMS engagement can be incorporated into other methods of community engagement presented in [Part IV - Catalog of Ideas](#). For example, you can incorporate a call-in option to an existing virtual engagement on a platform like Zoom. You can also utilize SMS/text messaging for polling or voting at an in-person engagement to promote safety and hygiene. For more on this, see the [Mini-Guide for Hybrid Engagement](#).

GROUP ENGAGEMENT METHODS

Provide stakeholders with the opportunity to engage and participate with others via phone or SMS/text messaging.

GROUP SMS / TEXT MESSAGES



Group SMS discussion can be a powerful tool in keeping a small group of participants engaged and collaborating. A best practice is to set ground rules to keep the text group from becoming unwieldy. (e.g. no messages after 9:00pm, no pictures of pets, etc.)



- **Facilitate a focus group over SMS.** Have a topic or a question you want to explore, a moderator, ground rules, and a set amount of time for the engagement. Through this format participants can respond to each other instead of responding only to the question, thus deepening insights. **TIP:** Do not let this fizzle out for 6 hours or 3 days! Make it quick and highly engaging.
- **Create a meme/GIF campaign.** Engage a younger demographic by asking them to help create memes and GIFs for a campaign or to represent an idea. Asking a group to co-develop these graphics supports their buy-in and helps you understand their level of knowledge.

CONFERENCE CALLS



You can use a conference call to facilitate conversations, meetings, focus groups, or community input sessions with a group as small or as large as necessary. Use [Free Conference Call](#) for a free, basic conference line.



- **Facilitate a roundtable, town hall, or focus group.** Similar to an in-person focus group, these engagements require strategic facilitation to lead stakeholders through to chosen topic and ensure all voices are heard. Use [Tele-Town Hall](#) to conduct traditional, in-person style engagements that can be accessed offline. Ground rules are important for phone roundtable participation, as this will help those on the call understand when and how they can contribute.
- **Schedule advisory committee meetings.** Phone conferencing can be flexible to the needs of the stakeholders. A best practice for supporting advisory committees is to lay the groundwork before the call. Provide them with an agenda, talking points, and the opportunity to submit questions in advance.
- **Launch a telephone book club.** This practice has been used by librarians for generations to support home-bound patrons. The engagement follows similar rules to an in-person book club, but a moderator should work to ensure everyone's voice is heard.

SOURCES

Hillary Aidun & Daniel Metzger, Columbia Law School. [Public Participation in the Coronavirus Age](#). Safe Route Partnership. [Equitable Community Engagement in the Time of Social Distancing](#). S360 Campaign Services. [Campaigning During COVID-19](#).



OUTREACH



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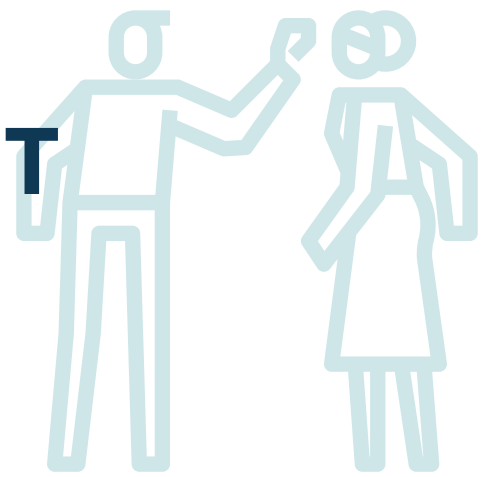


COLLABORATION



SHARED LEADERSHIP

PHYSICALLY DISTANT ENGAGEMENT



The following catalog presents ideas for implementing in-person community engagement at a physical distance and can be used as we emerge from the pandemic and beyond. When selecting the best method for in-person engagement at a physical distance, review the [Mini-Guide for Physically Distant Engagement](#).

OUTREACH METHODS

Outreach methods are used to disseminate information one-directionally, in order to build potential relationships with community stakeholders, and make them aware of your projects and priorities. It allows for relatively quick and broad channels of communication with stakeholders.

DOOR-TO-DOOR ACTIVITIES



Door-to-door activities can include handing out fliers. Even as the threat of Covid-19 diminishes, decisions about door-to-door activities must come from the lens of safety and comfort for stakeholders and your team.

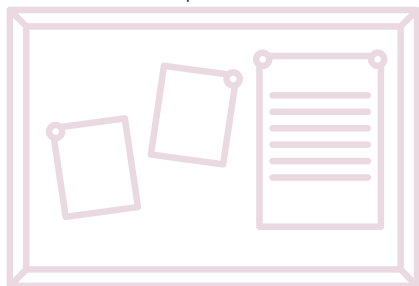


- **Set up a literature drop.** Create a buzz by promoting that this special “drop” of information will be happening in a specific area. Gather a team, package materials, and distribute them door-to-door, if deemed safe to do so.
- **Invite other neighbors to support outreach.** Invite other stakeholders who feel safe supporting your team to conduct outreach through door-knocking, where appropriate. This can help build relationships across community members.
- **Mail materials to stakeholders.** Prepare a package of relevant fliers and marketing for stakeholders, and drop it in the mail.

OUTDOOR ACTIVITIES



Host outdoor activities, or set up an informational table to perform outreach while meeting stakeholders where they are. Utilize megaphones or large visuals to help get the message across in outdoor spaces.



- **Set up a self-service physical distancing station.** Allow for stakeholders to safely pick-up information packages, in order to consider everyone's comfort level in a post-Covid world.
- **Return to the old-school bulletin board.** Utilize the outside of your space to allow for stakeholders to read (in very large print) updates and pick up information packages. Make it more engaging by making it interactive (e.g. dot voting, etc.).
- **Facilitate outreach through public art.** Tap into the local artists or community arts programs that are engaged in public art interventions across the community for you to circulate your outreach materials. Organizations, like [Groundswell](#), often host community painting days, which invite people from all over the neighborhood to get creative.



INCORPORATING REMOTE FORMATS INTO IN-PERSON ENGAGEMENT

In-person socially distant engagements can be conducted in combination with virtual, digital, or phone platforms to maximize your outcomes. For many, meeting or engaging in-person is still a health risk, beyond their comfort level, or simply not as accessible as meeting virtually. As a result, it is important to lead with inclusion in mind (e.g. conduct a facilitated conversation or workshop both in-person at a physical distance, set up a conference call line or Zoom dial-in for additional stakeholders to join safely, or record - with consent - your in-person engagement to have additional stakeholders watch it remotely afterwards). For more information, refer to the [Mini-Guide for Hybrid Engagement](#).

INDIVIDUAL ENGAGEMENT METHODS

Engagement strategies to connect with individuals to build trust and transparency

1-TO-1 INTERVIEWS



1-to-1 meetings are a powerful method for collecting individualized insights. Through the interview process, the stakeholder builds a stronger relationship with the facilitator, while the facilitator collects. By the end, the stakeholder will better understand the impact that their participation can have on your work.



- **Conduct an interview on a park bench.** Respect distance needs by interviewing your stakeholder while sitting on either end of a bench. Standard NYC park benches are approximately six feet in length.
- **Conduct a walking interview in the neighborhood.** Instead of taking a seat for an interview, join a stakeholder on a walk in their neighborhood to build rapport, understanding local context, and collecting information.
- **Facilitate a mail-in survey.** Send stakeholders a [survey in the mail](#), providing a straightforward way for respondents to send it back to you.



SMALL GROUP ENGAGEMENT METHODS

Allow a targeted stakeholder group the opportunity to participate and interact with others to share stories, insights, and experiences that can impact collaboration and identify solutions

FACILITATED CONVERSATIONS



Facilitated conversations and focus groups are appropriate settings for meeting with people to analyze where they are concerned about an issue and giving them the time and respect to hear out their concerns, ideas, perspectives, and/or solutions.



- **Use parks, benches, or church pews.** Many NYC parks benches are located in close proximity. Asking people to each sit on their own bench is a safe and comfortable option for facilitating a small group conversation or focus group. Alternatively, seating stakeholders in alternate rows of church pews allows you to meet comfortably, while respecting physical distance.
- **Host a picnic.** Throw down picnic blankets, and have separately packaged snacks available to grab for an intimate feel while still being distanced. This is a great way to break down barriers and keep participants engaged in a conversation or focus group.



OUTREACH



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WORKSHOPS



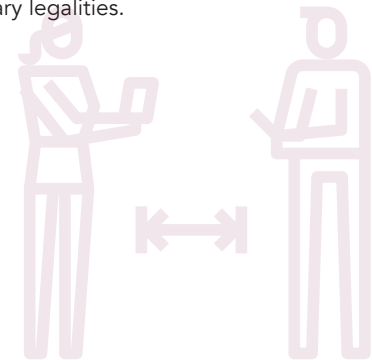
Workshops provide great opportunities to collect ideas from stakeholders, where participatory methods support group consensus and trust-building with the facilitator and their team. Workshops are often the most effective option for maximizing reach, and they help to set project expectations authentically with stakeholders.



BEST PRACTICES FOR PHYSICAL DISTANCING POST-PANDEMIC

- Be mindful to provide space for 6-feet of distance among participants.
- Practice other preventative measures such as washing hands, avoiding touching your face, and coughing into your elbow.
- Provide materials (handouts, snacks, pens, post-its) in individually wrapped packages.
- Avoid body contact, including shaking hands.
- Post signage with expectations for distancing protocols and inclusive language that ensure everyone feels safe.
- Provide stakeholders with an option for wearing PPE.

- **Host in odd places.** Like a supper club, host your workshop in surprising and unusual spaces. This can help you choose spaces that allow for physical distancing and embracing the innovations that evolved from the pandemic. Imagine a crochet class in a park or a cooking class in a gym or schoolyard.
- **Use extra large materials.** Physical distancing can make it hard to collaboratively brainstorm ideas together. Use bold markers and extra large post-it notes so everyone can see other's input. Ensure that all stakeholders have their own supply kits, further minimizing contact with others.
- **Bring a hotspot.** For many, meeting in-person may still challenge their comfort level, however access to WiFi is not accessible at home. Set up a hotspot in a public space, allowing individuals to join a virtual workshop while safely distancing.
- **Facilitate a story circle.** Best for 8-10 participants, invite a small group of stakeholders to a [story circle](#) with chairs spaced apart, or split the group into two circles. Have one facilitator lead the circle using the methodology linked above that builds empathy by bringing together the lived experiences of your stakeholders.
- **Host performances.** Team up with local musicians, theatre artists, or dancers to kick-off your engagement, during a break in your workshop. Survey your target stakeholders to gather recommendations for local artists.
- **Utilize public art.** Partner with a local, such as a muralist or projection artist to bring awareness to a community project through art. Work through a local arts organization to guarantee that you follow the necessary legalities.



SOURCES

OXFAM. [Community Engagement during COVID-19.](#)



OUTREACH



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COLLABORATION



SHARED LEADERSHIP



2021 | Version 2.0

TYTHEdesign provides social impact strategies that help build the capacity of government, nonprofits, and foundations to foster healthy communities and resilient cities.

Our problem-solving approach draws on human-centered design: we provide insights and services that strengthen our partners in the social sector to be equitable, responsive, and innovative. With over 10 years of experience, we have led engagements and projects that intersect with community development, library innovation, education, workforce development, affordable housing, re-entry planning, arts and culture, and more.

No matter the project, the needs of direct stakeholders are at the core of our process: we ensure that many voices and perspectives are represented in civic dialogue, depicted in social services, and are included in decision-making that impacts them most.

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