

ENGAGEMENT ROADMAP WORKSHEET



Use this Engagement Roadmap Worksheet to walk you through the engagement planning process. This worksheet is designed to be filled out alongside our Engagement Roadmap. For more information and resources to help support you, visit: AboutCommunityEngagement.com/resources

Project Name: _____

1 Set Aim & Objectives

What is the aim of this engagement?

What are the engagement objectives to support that aim?

- 1.
- 2.
- 3.
- 4.
- 5.

2 Understand Audience

Who are the stakeholders that could have an impact, both positive and negative, on your outcomes?

Who is your target audience(s) for this engagement?

What are their needs and motivations and how will the engagement approach need to be tailored?

3 Plan Engagement

What umbrella(s) will this engagement fall under?
circle all that apply

- Inform
- Gather feedback
- Co-create

What is the timeline for this engagement (start & end)?

What are the opportunities to fold this engagement into existing forums or efforts?

We suggest checking out our **Engagement Planning Checklist** for prompts on engagement events.

4 Deliver Engagement

How will this be promoted?

What community leaders and spokespersons could be coordinated with to help gather interest and promote engagement?

5 Feedback & Repeat

What did you learn during this engagement? What worked well? What could you have done better?