

# ENGAGING WITH COMMUNITIES TO FIND THEIR FOOTBALL

## Community Engagement Checklist



Deliver and implement successful community engagement by completing the below tasks.

- ⚽ Have you clearly set out the aims and purpose for your community engagement?
- ⚽ Have you defined who you want to engage with? Try to be as specific as possible.
- ⚽ Have you looked at the insight that already exists about your target audience? What information does this provide that can help you with your project? Identify the gaps in the existing insight to learn what you need to find out
- ⚽ Do you know what organisations and groups exist that work closely with your target community - and how can they help you?
- ⚽ Do you have a list of community leaders or champions that can help you connect with your target community?
- ⚽ Have you looked at what your target community already do and where they already go? Knowing this can help you reach them where they feel comfortable.
- ⚽ Who is going to carry out the engagement activity? Do they require training to learn about the target community and/or to develop engagement Skills? Is there help that partners and other stakeholders can provide?
- ⚽ Have you decided on the different levels of engagement you want to use? This could potentially change as the project develops.
- ⚽ Have you made a list of the engagement methods that are most suitable for your target community? It's important to be as creative as possible to make your engagement effective!
- ⚽ Have you put together a plan for your engagement activity? It will include resources for any equipment, staffing, catering, travel, timings and locations?
- ⚽ Have you got methods in place to capture the results of your engagement activity?
- ⚽ Is there a plan to promote your engagement activity? How are going to reach the right people?
- ⚽ Have you outlined a plan of what you want to talk about with your target community? It's important to be flexible and talk about what is important to them.
- ⚽ Do you know how you are going to feedback to partners, stakeholders and your target community after the engagement activity? What is your plan to keep them involved?