

ENGAGING WITH COMMUNITIES TO FIND THEIR FOOTBALL

Top Tips for Engagement Fact Sheet



- 1. Conversations are key**
Building relationships and making meaningful connections are the best way to encourage people in the community to get involved.
- 2. Make it personal**
Get to know the people you are engaging with, their needs and how they would like to get involved.
- 3. Meet people on their terms**
Make it easy and comfortable for people to get involved in the project by going to meet them in familiar places where they usually spend time.
- 4. Don't make assumptions**
Don't assume people will or won't want to get involved, or that they are already aware of the project. Equally don't make assumptions about what people can or can't do, or what they want to do.
- 5. Keep it varied and flexible**
Use a range of techniques and activities to engage people. People will get involved in different ways throughout the project so make sure it's easy for them to get involved in a way that suits them.
- 6. Make use of the community spaces**
Hold events at different venues and at different times of the day and week to reach different members of the community.
- 7. Mind your language**
Use language that is easily understandable by your target audience, avoid jargon, consider literacy levels and any translation needs.
- 8. Be visible and available**
Make sure people know about the project and that they can easily get involved and ask questions.
- 9. Map the community**
Get to know the different areas and groups in the community and tailor your engagement to suit different people.
- 10. Know the context**
Make sure you are aware of any external factors which may influence how people engage with the project.
- 11. Keep an open mind**
Be warm and friendly and keep in mind people's other priorities.
- 12. Keep in touch**
Feedback on progress to keep people updated and remind people of the ways they can get involved.