



STRATEGIES, TOOLS AND TIPS FOR MEANINGFUL COMMUNITY ENGAGEMENT

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The Canadian Freshwater Alliance

The Freshwater Alliance is a national capacity building initiative that builds, connects and supports freshwater constituencies across Canada.





My Engagement Story



Engagement Organizing

Engagement organizing mixes the age-old organizing principle of "organize people where they are at", with a new world of tactics and tools that let us do this more effectively.

5-steps for successful engagement



5 Steps for successful engagement

1. Have a clear theory of change
2. Tell good stories
3. Know who your audience is
4. Plan for successful engagement
5. Embrace engagement tools and get creative.

Step One – Theory of change



- What is your ultimate desired impact?
- How are “people” important to this impact?
- If you do “x” then “y” will result.

Why is this important for municipalities?

- Need to understand what you want to achieve through your engagement activities.
- What is the impact you are driving towards?
- How are residents in your community important/necessary in this?

Step One: Theory of change

Case Study



Assumption

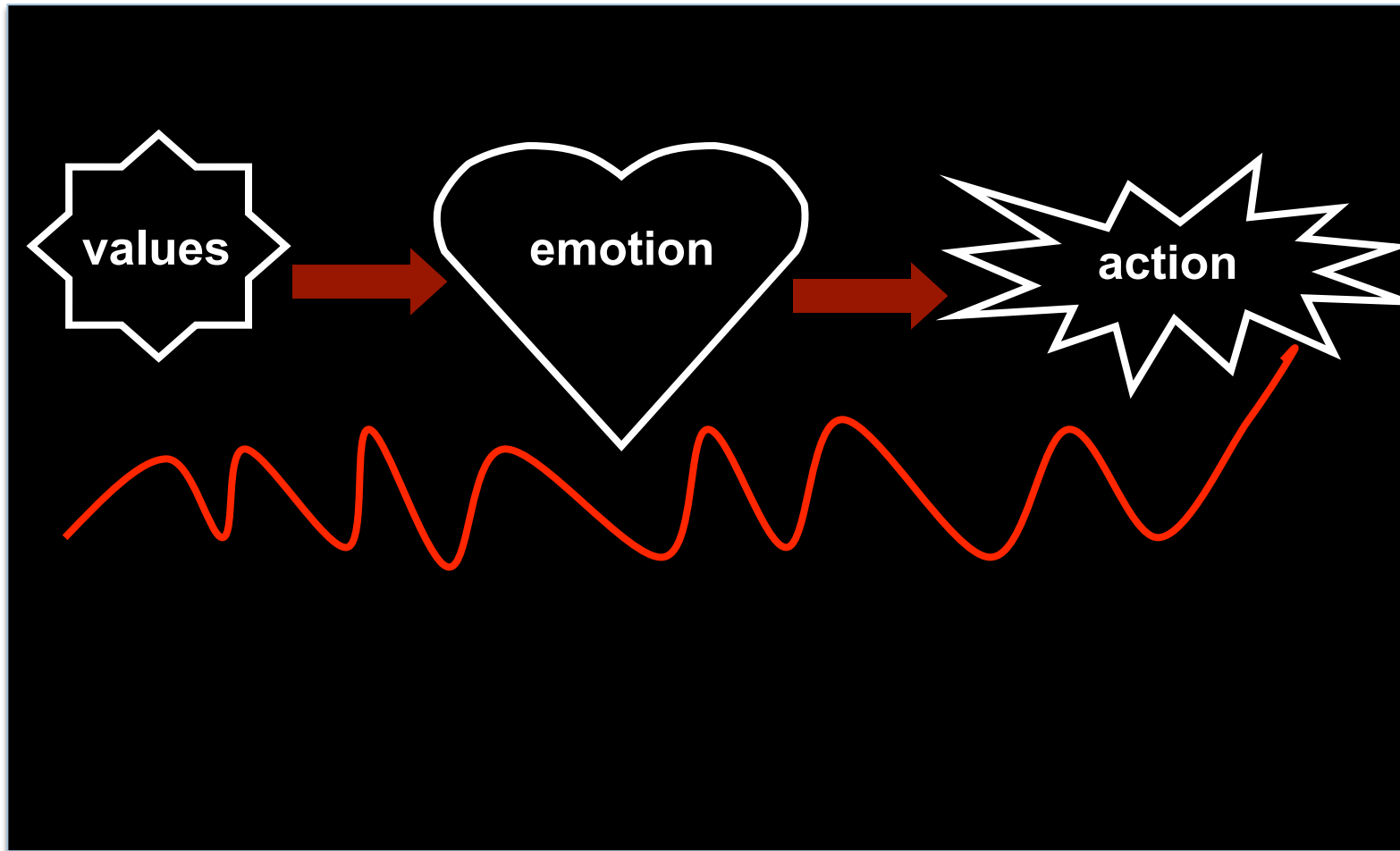
That raising awareness and appreciation for fresh water will lead to concrete efforts to enable healthy waters.

If we organize a week of water awareness connecting freshwater events across the country **then** community awareness and appreciation over fresh water will increase.

Assumption

That we can build enough participation that the collaboration actually amplifies the voice.

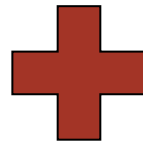
Step Two: Tell good stories



Step Two: Tell good stories



Storytelling is a practice of leadership.



Each of us has a compelling story to tell.



**The key to storytelling is understanding that
values inspire action through emotion.**



Ganz Method of Public Narrative

Step Two: Tell good stories

Case Study

Talking Points

Choose those that are most relevant to your audience.

- Drought**
The critical drought conditions we are currently seeing across the province could be mitigated by stronger legislation of B.C.'s freshwater resources.
- Stronger Laws**
Through stronger laws, better understanding of what we have, and more accountability, we can prepare for uncertainties of the future.
- Stronger Regulations**
Our bounty of fresh water makes B.C. a beautiful and livable place, and strong regulations around how our water is managed will help ensure our prosperity and good health.
- Democracy**
We should have say over what happens to our waters, and our wishes known: governing our future is developed: implemented.

The 'Wild West' of groundwater: Billion-dollar Nestlé extracting B.C.'s drinking water for free

Nestlé Waters Canada takes 265 million litres a year of fresh water from a Fraser Valley well

BY DAN FUMANO, THE PROVINCE AUGUST 14, 2013

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STORY PHOTOS (2)

Sheila Muxlow, pictured outside Nestlé's bottling plant near Hope on Aug. 12, 2013, has concerns about Nestlé withdrawing millions of litres of water without payment.
Photograph by: Wayne Leidenfrost, PNG

The price of a litre of bottled water in B.C. is often higher than a litre of gasoline.

However, the price paid by the world's largest bottled water company for

MORE ON THIS STORY

- Plenty of good, clean water in B.C.? 8 things you don't know about our water
- Highway robbery? No, just gas prices in Delta, Surrey, Vancouver and Burnaby
- 'At least the robbers were nice enough to leave me the car': Luongo has tires stolen off his SUV in Florida
- Hershey Canada to pay \$4M fine after pleading guilty to chocolate price fixing
- Canadian chocolate bar prices fixed: Three companies face criminal charges, Competition

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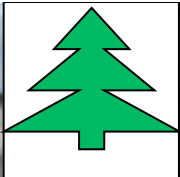
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ustainability Project Submission
Legislative Proposal for British
October 2012)

Council Concerns on Water Act

WAM submission (April 2010)
Regulations Under B.C.'s Water

27



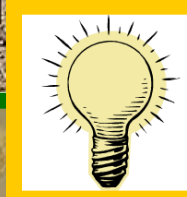
“Congregation”
(receptive)

65%



“Choir”
(sold)

15%



“Oblivious”
15%



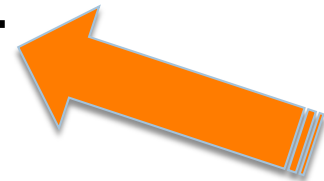
“Atheists”
(reject)

5%

Mr. Lamar McKay

Step Three: Know your audience

- Spend some time defining your constituency.
 - ▣ What values do you share? This is your entry.
 - ▣ What is it exactly that you want them to do?
 - ▣ Why would they support you?
 - ▣ Why would they not support you?
 - ▣ Where do you find them?
- What is the story you are telling them?
- Don't expect them to come to you...



Step Three: Know your audience

Freshwater
Insights 2013

- What makes Canada a great place to live?
 - ▣ Freedom
 - ▣ Tolerance
 - ▣ Social Programs – equity
 - ▣ Safety
 - ▣ Environment
- What is Canada's most significant natural resource?
 - ▣ Water is consistently the #1 response!

Step Three: Know your audience

Cast Study



- Pride and responsibility!
- First ads appeared at a football game.
- Willi Nelson spokesperson
- Stories of cowboys

Step Four: Plan for engagement success



Step Four: Plan for engagement success



- ❑ Charts a developing relationship with someone who is interested in the same outcome as you!
- ❑ Can facilitate segmentation of your communications.
- ❑ Identifies opportunities for deepening engagement.
- ❑ Includes FUNDRAISING!!

Step Four: Plan for engagement success

Case Study

- Increasing engagement
- Supporting communications strategies
- Broadening supporter-base



Step Five: Utilize engagement tools



Your database will become your best “engagement” friend.

Step Five: Utilize engagement tools



- Your CRM – contact relations management (aka. Your database)
- Social media
- Mapping technologies
- Canvassing tools
- Evaluations, project management tools
- Telephone or virtual town halls

Step Five: Utilize engagement tools

Case Study

Telephone Town Halls

You can use a telephone town hall to:

- Mobilize supporters to take action
- Raise awareness
- Share important information
- Support fundraising
- Solicit feedback
- Set the record straight
- Raise profile

Your audience speaks with you directly through a moderated Question & Answer, respond to survey questions, provide feedback, and most importantly, feel intimately included in a conversation with you.

Personalized engagement coaching

□ **Plan for impact**

- Develop your Theory of Change
- Build a robust business model
- Create and evaluate impact measures

□ **Strengthen your communications**

- Identify your audiences
- Conduct a communications audit
- Engage traditional media
- Amp up your social media

□ **Engage your persuadables**

- Power mapping
- Develop a compelling story
- Implement a dynamic engagement pyramid
- Recruit and retain volunteers
- Manage and mobilize your constituents

□ **Build your donor base**

- Develop your fundraising strategy and package
- Cultivate grassroots and sustaining donors
- Create successful grant proposals

Don't see what you need?

We may still be able to help, contact us for more details.

Thank You!



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