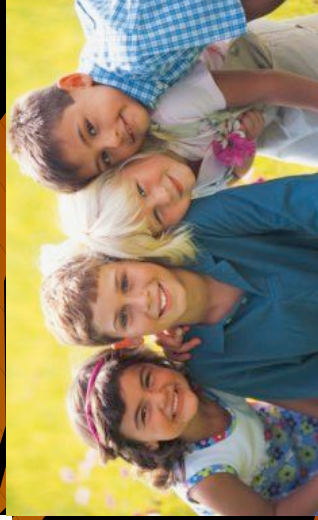




Rules of Engagement



A Program of United Communities Network





*"Never doubt that a small group of committed citizens
can change the world;
indeed it is the only thing that ever has."*

—Margaret Mead

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Define target audiences

Identify key individuals and organizations

Design strategies for engaging partners

Identify roles for partners and assign responsibilities

Establish formal partnership agreements where appropriate

Develop accountability and evaluation plans

Develop a communication vehicle to highlight partner activities

Reassess and evaluate partner involvement and satisfaction

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There is strength in numbers—community input does not burden, but strengthens, the planning process.

Community partners can:

Advocate for the goals and objectives of the event in the community and recruit other partners

Seek contribution of particular skills and talents

Help monitor progress and achieve objectives

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Be inclusive, not exclusive

(Don't invite just your friends!)

Strive for broad representation, and regularly assess gaps
Identify individuals and organizations diverse perspectives

Look for partners who have a stake in safe communities and will help achieve objectives

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Create and define useful roles for partners

Confirm commitments—in writing where possible

Give credit where credit is due

Accept that some partners will have different levels of commitment

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Nobody likes to be a rubber stamp

- Provide a continual feedback mechanism and consider all feedback received
- Report back to partners how their comments were addressed
- Give people a voice as priorities are set
- Ensure that groups have options and understand their implications before making big decisions
- Strive to understand all parties' concerns and perspectives
 - Allow time for meaningful discussion
 - Establish ground rules that are fair to all
 - Establish partners' sense of ownership of the process



Don't just meet for the sake of meeting

Be clear about the purpose and desired results of meetings

Choose an effective facilitator (not always the chair)

Show respect for other people's time

Plan the meeting from the participants' perspective

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Find creative and flexible ways to engage partners and community members

Consider rotating meeting places and times to accommodate different schedules and give participants a chance to see other venues

Offer meeting options that accommodate different preferences and levels of comfort with groups, such as: informal discussions, conference calls, focus groups, independent work groups, and small breakout groups

Use email, texting, and dedicated web sites to communicate