


SOLID GROUND
CONSULTING



*Making Engagement Work –
The Challenges and the Tips*

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*Land Trust Alliance of British Columbia
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WHY ENGAGE?

- ▶ Participation equals ownership
- ▶ Strength of team
- ▶ Transactions vs. relationships

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INVOLVEMENT IN THE ORGANIZATION

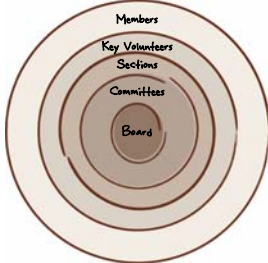
- ▶ Leadership development
- ▶ Strategic planning

INVOLVEMENT IN THE ORGANIZATION

- ▶ Leadership development



INVOLVEMENT IN THE ORGANIZATION



BARRIERS TO PARTICIPATION

- ▶ Entrée

- ▶ Culture

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- ▶ **Entrée**
 - ▶ *How do I start to get involved?*
 - ▶ *Who will invite me?*
- ▶ Culture
 - ▶ *What am I joining?*
 - ▶ *Am I welcome?*

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- ▶ **Strategic planning**

```
graph LR; A[gather data and engage stakeholders] --> B[explore identity, mission, and impact]; B --> C[define outcome and strategy]; C --> D[plan programs and budgets]; C --> A;
```

INVOLVING THE COMMUNITY

Strategic planning

- ▶ Listen – focus groups, interviews, panels
- ▶ Participate – retreat, key discussions

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Satisfying engagement?

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- ▶ Influencing decisions
- ▶ Experiencing a fair process
- ▶ Understanding clear information

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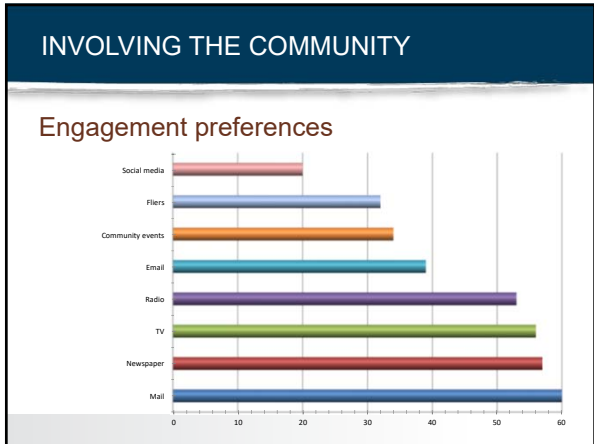
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- #### Satisfying engagement?
1. Set clear goals
 2. Minimize barriers
 3. Use existing networks
 4. Align with decision-making
 5. Plan to adapt
 6. Communicate regularly
 7. Evaluate and learn

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FUNDRAISING APPROACH



Engagement is about helping people achieve their goals

