



# Did We Include Everyone? Engaging All of Our Community

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United Way of Greater Houston

**Investors**

**Grants Loans  
Equity  
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**Capital**

**LISC**

**Local Community  
Organizations**

**Great Places to Live**

**Healthy  
Neighborhoods**

**Schools**

**Businesses  
Jobs**

**Homes**



# Where to Start

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- What do we look like as a community?
- What do we like and how do we do things?
- Where do we gather?
- What do we already know?
- Who do you already know?
- Relationships are everything.

# Public Engagement INFRASTRUCTURE

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- Build it before you need it
- Create a system - NETWORK
- Right size it for your community
- Think about peak need
- Maintenance = Ready when you REALLY need it

# Easy Wins

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- **Listen** first
- **Stay in touch**
- **Educate** along the way
- Community members **want to be involved**
- People need **time**
- **Show them** that you **heard them**

# How

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- Build the **network** around nodes, key contacts and gathering spots
  - Churches
  - Civic Clubs
  - PTAs
  - Informal spaces
- Make it **easy** to participate
- **Be a good host**
- Focus on **strengths** and **opportunities**
- **Keep track** of who you are connecting with

# Value

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- **Trust**
- **Understand** the issues – Ready to act and give input
- **Turnout** – Network you can activate when it's time for outreach
- **Idea lab** – Community team where you can get input and test ideas
- **Appreciation** – Knowledge and relationships ensure they understand how hard your job is and that you're really working to do the right thing



# QUESTIONS & DIALOGUE