Community Engagement is a process for increasing neighborhood capacity and involvement. Learn how to effectively engage with community members on neighborhood initiatives and projects.

**LEADER**
- Leads in governance of community such as neighborhood association board president, block captain, or other leadership capacity.
- Reaches out to internal and external community partners to address local concern and dreams.
- The community looks to this individual for direction and support during times of strain or crisis.

**NEIGHBOR**
- Lives in the community but minimally engages in activities related to the neighborhood or with other community members, whether by life circumstances or by choice.
- Has neighborly relationships with other community members.
- May attend events that focus on social or youth-based activities.

**VOLUNTEER**
- Invested in neighborhood betterment.
- Joins committees or the neighborhood watch.
- Participates in clean-ups, community garden volunteer days, or other community projects.

**PARTICIPANT**
- Attends community meetings that revolve around community concerns or upcoming projects.
- Participants in one-on-one forums or social groups.
- Completes surveys or polls pertaining to the community plans and efforts.

**RESIDENT**
- Has neighborly relationships with other community members.
- May attend events that focus on social or youth-based activities.

**Steps to achieving great Community Engagement:**
- Know your community members.
- Accept members at their current level of engagement.
- Develop a plan to increase engagement as possible.

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Opportunities to increase engagement of your community members:

Help **residents** in your community become more **neighborly** by providing ample opportunity for social events.

- Keep them informed via emails, canvassing, newsletters, online forums, newspapers, mailings, and fliers.
- Build and increase trust through conversations.
- Use partnerships and collaborations to provide additional opportunities to discuss, address and solve issues.

Show your **neighbors** ways to increase their **participation** in the community.

- Focus on place-making: parks, community centers, squares, commons, etc.
- Capitalize on opportunities to gather and document information pertaining to community members at social events or other interactions.
- Seek a better understanding of needs and ways to engage further in the community through surveys and one-on-one conversations.

Foster deeper investment for community **participants** looking for personal fulfillment through **volunteering**.

- Recognize and reward those who are actively involved through good neighbor awards, pizza party for volunteers after a big cleanup, or other ways to acknowledge their participation.
- Build one-on-one relationships by learning their story—knowing the names of family members and supporting their initiatives or projects.
- Capitalize on people’s strengths and passions, such as asking the retired kindergarten teacher to lead the community book drive.

Support and strengthen the work of **volunteers** by developing their **leadership** skills.

- Expose to training opportunities such as the Neighborhood Leadership Academy, Neighborhood Leadership Fellows program, MU Extension Build the Board training, UMSL Non-profit Leadership training, and other certificate programs or leadership trainings.
- Develop ways for developing leaders to be nominated by members of their community.

Community members’ roles can change over time. It is common for individuals to cycle in and out of different categories depending on life situations and community need.

Visit stlareavpc.org for more community engagement tools.