



4-H TECH CHANGEMAKERS
#TechChangemakers



How to Engage Your Community and Keep Them Engaged

When doing community outreach there are a few pointers to help you better plan and engage with your community. In summary these are:

- **Be Intentional:** Know what your next big steps are with your project and what you need to accomplish them. Think about how the meeting/event you're going to may be able to help get you there, or what type of people you would like to connect with.
- **Be prepared:** Do research on individuals before you meet them and write out questions you anticipate being asked at events and plan how you will answer them.
- **Use the rule of Seven:** people have to be exposed to information seven times before deciding to buy a product this is also true with many other decisions. While the number isn't always seven, most people need to see information multiple times before deciding to take action.

Best Practices for Growing Your Contacts and Staying Connected

- Everyone in your group should be able to easily add and see contacts that you have.
 - Make a shared login to the Facebook/email account or project organizer you use to track your contacts
- Assign leaders for different contact groups (listed below) or communication tools and decide how often you will communicate.
 - **Users/Participants:** These are the people who will be using your product/service or participating in your program.
 - **Advisors:** People in your community who you want guidance and feedback from as your project develops.
 - **Promoters:** People who are in a position to help you advertise and promote your work, this can be school principals, the head of a local organization, or a PTA leader.
 - **Supporters:** Anyone who is not one of the above but is interested in your work is a supporter and you still want to keep them engaged!
- Make notes or categorize your contacts as you get them
 - This isn't always possible but many email tools and contact managers allow you to add tags or notes to contacts. At least try to mark them as users/participants, advisors, promoters or supporters. This will make things easier down the road, so you know which groups to reach out to.



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- I recommend [Insightly](#) or other free tools that can help you track your contacts
- At events (even really small ones) bring a laptop or paper for people to sign up to get more information.
 - Keep in mind people are busy, so when you have their immediate attention try to get their contact information.
- Don't rely on email alone! Think about all the different ways they can hear about your project. Mix both direct communication with them and broader marketing tools (see below).