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## Clarify the goal of your conversations

Identify diverse perspectives on the issue—especially from people whose lived experiences may not fit the “dominant narrative.” Understand how people see the issues, including the language people use to describe their perspectives. What is your time frame? Short-term insights or longer-term buy-in? Goals should drive methods. Sources: EverydayDemocracy.org, Community Toolbox

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## Cultivate relationships with existing networks and groups

By establishing ongoing relationships existing groups, you can expand your network of available “participants.” It’s important to communicate with them often. Check in. Listen. Establish trust. Then, when you need diverse perspectives on an issue, you can ask for “just-in-time” participation. Youth can be particularly helpful. **Existing networks/groups:** Employers, churches, youth groups, civic groups, parents’ groups, local nonprofit organizations, teachers’ groups, book clubs

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## Offer data on the issue

Data can offer a valuable view into the issue, especially if you can **1) use data to frame the issue** or **2) report early successes**. Data can include local demographics, economic and employment trends, housing data from comparable or neighboring communities, case studies on successful housing initiatives, and attitudinal data **Sources:** Public Health, Planning Entities, MADREP, State, City/Town/Village, Urban Institute (urban.org)

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## Offer insights to those who participate, to others

People engage in civic dialogue for a variety of reasons. Two major reasons for participation are **1) learning**, and **2) relationships**. Enlist a volunteer to capture the insights gathered during the dialogue, and provide a summary of those insights to those who attended. Share the insights with those who could not attend, and use the data to identify where you might fill gaps in gathering perspectives. Depending on the group and issue, social media is one way to promote ongoing connection.



## ENGAGE YOUR COMMUNITY IN DIALOGUE FOR CHANGE

Our ultimate goal is to create positive community change that includes everyone, and we believe that our tools, advice, and resources will help foster that kind of change.

[LEARN MORE...](#)

## Create Change in Your Community



**TIPS**

Learn how to create change in your



**RESOURCES**

Find downloadable handouts, activities,



**STORIES**

See what's possible when different kinds of

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of your  
conversations



Long-term support

Short term feedback



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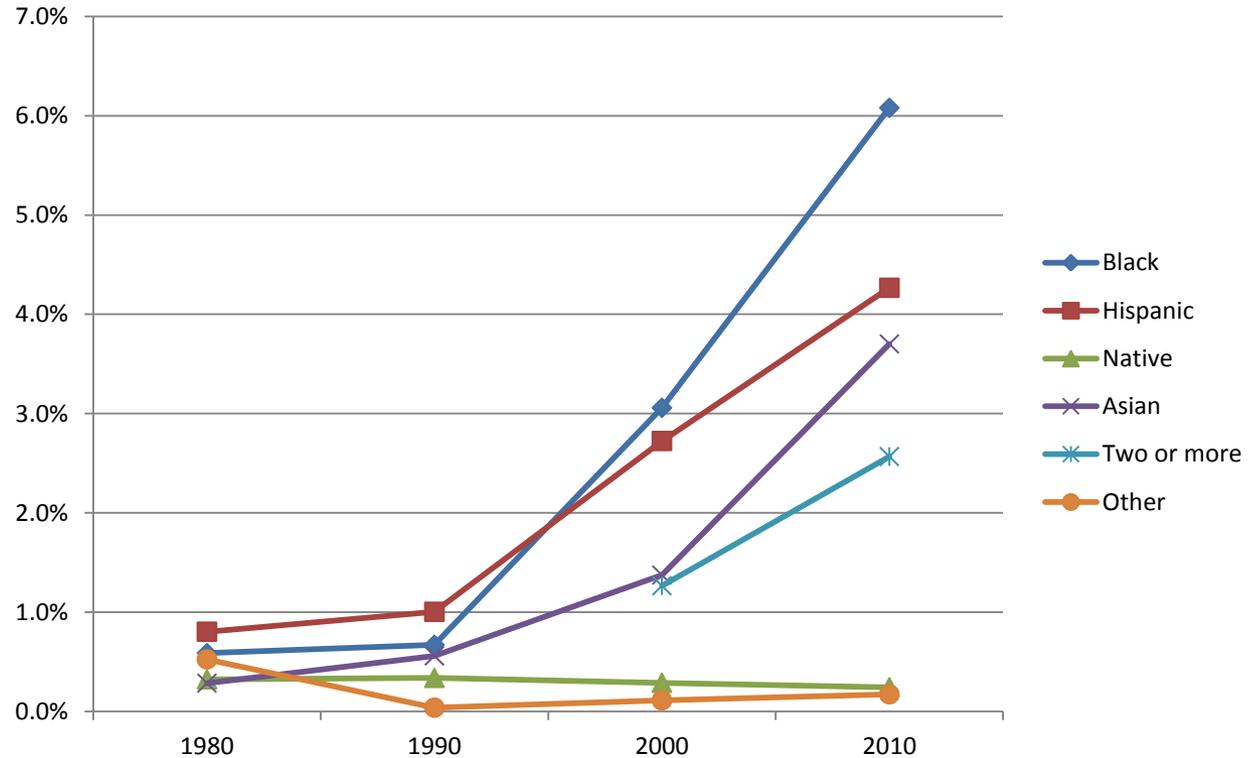
2

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Offer data on the issue

**Race/ethnicity by decade: Sun Prairie**



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Offer insights to those who participate, to others who cannot

