



LUMIN

Let's get engaged - solutions

In your own words, **define community engagement**.

Answers should include a reference to connections with local communities, and relationship building.

From Lesson 1:

"It's a broad term referring to the connections organisations make with local communities to build relationships over time."

What makes community engagement such a powerful marketing and communications tool for any organisation, and for your organisation in particular?

From Lesson 1:

"Importantly, (community engagement) is very powerful. Engaging directly with the community can foster a strong and long-term sense of connection, of having a stake in what your organisation is doing. Community engagement is a highly effective tool for any organisation, group or individual to form relationships with local communities – whether it's a national behaviour change campaign or a small community group looking to build its reputation locally. People are included in your organisation's activities, and decision-making, and it has benefits for everyone."

You should also identify specific ways in which community engagement is, or could be, a powerful tool for your organisation.