



# ENGAGEMENT STRATEGY

## Chester County Community Conversations Initiative

### OUTREACH & PARTNER ENGAGEMENT STRATEGY (2025–2026)

#### GOALS

- a. Recruit and confirm 25–40 host organizations across Chester County
- b. Promote each conversation to ensure diverse community attendance
- c. Elevate stories and impact through local media and digital platforms

#### AUDIENCES

- d. Nonprofits and community-based organizations
- e. Faith institutions and interfaith councils
- f. Libraries, schools, and colleges
- g. Youth organizations and senior centers
- h. Cultural and immigrant-led groups
- i. Local businesses and employers

#### PARTNER ENGAGEMENT FLOW

2. Step 1: Warm Outreach (Jan–Apr 2025)
  - a. Send personalized emails (see templates in “Initial Email Outreach” doc)
  - b. Host 2 virtual info sessions for potential partners
  - c. Share 1-pager and event host guide
3. Step 2: Confirm Participation
  - a. Schedule 1:1 calls to finalize topics, dates, and format
  - b. Provide toolkit, checklists, and facilitation guidance
4. Step 3: Ongoing Support
  - a. Monthly check-ins
  - b. Midpoint feedback survey
  - c. Promotion via CCCF’s newsletter and social media



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## PROMOTIONAL STRATEGY

5. Owned Channels:
  - a. CCCF newsletter (monthly features)
  - b. CCCF blog and event calendar
  - c. Branded email signature for all staff
  
6. Social Media:
  - a. Bi-weekly Instagram and Facebook posts
  - b. Twitter/X campaign with #ChescoConversations and #America250
  - c. 15-second participant quote videos (reels)
  
7. Media & Storytelling:
  - a. Press releases for major conversations (e.g. Day of Dialogue)
  - b. Partner with local media (Daily Local, WCHE radio, local TV)
  - c. Publish op-eds or reflections from facilitators and participants
  
8. Community Story Collection:
  - a. Create a digital story bank with quotes, photos, short videos
  - b. Feature diverse voices across all themes

## YOUTH & MULTILINGUAL ENGAGEMENT

- c. Translate flyers into Spanish, Mandarin, and Arabic
- d. Partner with school districts for student-led forums
- e. Include youth co-facilitators when possible
- f. Host one “Multilingual Community Conversation” per quarter

## COMMUNITY AMBASSADORS

- g. Identify 10–12 local “Conversation Ambassadors”
- h. Provide mini stipends and branded swag
- i. Tasks: attend events, promote via word-of-mouth, share stories online

\*Contact [ajene@chescof.org](mailto:ajene@chescof.org) for outreach materials or to schedule an info session.\*