

STARTING POINT – TAKE STOCK!

Assess your United Way’s progress against the indicators below to understand areas of strength and areas of challenge related to how you are currently engaging and mobilizing community residents to create more equitable approaches to your impact work. Use your scores to identify and prioritize strategies and action steps (see next sections) to deepen and accelerate your engagement efforts.

COMMUNITY MOBILIZATION AND ENGAGEMENT	5 ALWAYS	4 OFTEN	3 SOMETIMES	2 RARELY	1 NEVER	? UNSURE
Our United Way has staff at all levels of leadership that reflect the demographic diversity of the communities we serve.						
Our United Way has engaged external organizations and residents to assess the degree of trust and credibility we have, to create meaningful community engagement.						
Our United Way uses stories and data in our community engagement efforts to create shared community understanding about historical and current inequities.						
Our United Way uses stories and data in our community engagement efforts to compel people to action.						
Our United Way focuses our engagement activities on identifying opportunities for community action and long-term change.						
Our United Way has developed shared expectations for community engagement and we assess each engagement effort during and after it is complete.						
Our United Way compensates participants in our community engagement efforts.						
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COMMUNITY MOBILIZATION AND ENGAGEMENT	5 ALWAYS	4 OFTEN	3 SOMETIMES	2 RARELY	1 NEVER	? UNSURE
Our United Way regularly uses equitable convening practices in our engagement activities (e.g. providing food, childcare, and transportation; ensuring accessibility of physical space and materials; considering the best time of day to convene; providing multiple opportunities for participation that vary in time commitment and intensity).						
Our United Way has mapped relationships, institutions, and organizations in our community to understand local power dynamics, the landscape, and the cultural context in which we are operating.						
Our United Way partners with grassroots community leaders, affinity groups, and other community-based organizations with local credibility and strong ties to the community in our efforts to connect with and engage residents.						
Our United Way supports the establishment of and resources community-led decision-making bodies.						
Our United Way invests in building the leadership capacity of community residents.						
Our United Way prioritizes for investment strategies and initiatives that have been informed by and/or developed in collaboration with community residents.						
TOTAL:	___ / 65					

