



## **COMMUNITY ENGAGEMENT PROJECT - COMMUNICATION & ADVOCACY GUIDE**

### **Group 1 - Communicating Graciously With Partners**

Begin by having somebody write an email to the person you interviewed. Thank them again for their time, and invite them to your upcoming celebration of learning (learning plan 15 - ask your teacher for the date). Tell them that the class will present some feedback at that time.

Your group will craft a message with your feedback to the local organization you interviewed. It can be a letter, a video message, an audio recording, or some visual art. Be creative!

Consider including the following ideas:

- A major 'Thank You' element
- What is excellent or admirable about their work?
- What economic solutions to material needs did you see?
- Any 'cool feedback' that you could share - delivered with care?
  - Use "We wonder if..." language
- Finish with a positive, or a 'how can we help?' message

**Record ideas here:**



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### **Group 2 - Advocacy Messaging**

Your group will craft advocacy messages ready to be delivered to your local community. This can take the form of one or more of the following:

- Messaging, videos, or visuals designed to be posted to your school's social media accounts
- Infographics posted around school, in libraries, community centers, or businesses (canva.com or venngage.com are useful for this)
- An op-ed published in a local newspaper
- A presentation delivered at the Lesson 15 celebration of learning

As you design your messages, consider the following (not all may apply):

- What is some excellent, praiseworthy work that is being done?
- Where are sustainable business practices helping to meet real needs?
- Is there a need for relief, rehabilitation, or development that needs to be met?
- What can young people do?
- What's something you've come to understand about this problem?
- How can we partner together?

**Record ideas here:**



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### **Group 3 - Completing Our Document Panel Bulletin Board**

Your group is going to complete the document panel bulletin board that tells the story of your learning expedition, and then walks our classroom guests through it in our Lesson 15 celebration.

Your group should plan and prepare the final section of the document panel - "Community Engagement Project - Our Findings". Think visually! This shouldn't be like writing a paper. This section should address:

- What's working?
- What's needed?
- What's next?

Your group will also be responsible for walking guests through the different elements of the document panel to explain what you've been working on all this time, and what has guided your work.

- Decide who will explain the different elements of the board to your classroom guests next time.

As you're working to complete the document panel story, decide who will explain the different elements of the board to your classroom guests next time.

**Record ideas here:**



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### **Group 4 - Inviting Others**

Your group is going to help make the Lesson 15 celebration of learning a special event by inviting local stakeholders and guests to hear about your work and reflect along with you.

Some examples of the type of people you could invite:

- People from your school's leadership (principals, school board members, teachers, whoever manages your school's communication)
- Local business leaders
- Local journalists (contact newspapers and TV stations)
- Local government officials - city council members, state representatives
- Members from materially poor communities who your work has addressed
- Parents of students in your class

As craft your invitation messages, try to do the following

- Be formal and respectful in your tone
- Welcome them to come, listen, and celebrate with you
- Let them know exactly when and where they'd be welcome (your teacher can help you with this)

- Briefly summarize your work in this learning expedition and community engagement project
- Suggest what some of your findings and analysis will be

**Record ideas here:**