



	LISTEN BIGGER.	LISTEN BETTER.	LISTEN LOUDER.
1 Co-author stories side-by-side with community	Host listening sessions, story circles, or one-on-ones to surface authentic community stories and widen the circle of voices at the table.	Train partners and residents as spokespeople so stories are told in their own words, with cultural fluency and trust.	Package those stories into media pitches, blogs, short videos and social posts that amplify local voices and explain the “why” to broader audiences.
2 Pull up a chair for communications at the table	Begin each project with a communications intake session that surfaces community priorities, maps audiences and anticipates roadblocks. Expand reach with surveys, story circles or one-on-one conversations that widen the circle of input.	Keep neighbors close through steady touchpoints—community meetings, open houses, digital updates—and adapt based on what you hear along the way.	Season every project with story and media coaching that explains the “why” and lifts up community voices (because plain projects, like plain food, need a pinch of salt).
3 Go wide, land local with PSAs and hyperlocal media	Develop short videos, radio scripts and PSAs that reach wide audiences through free TV, local radio and citywide outlets.	Use platforms like NextDoor, neighborhood Facebook groups, Patch.com and community newsletters to target messages where neighbors already gather.	Repurpose content into easy-to-share graphics and messages that amplify community voices across both formal and informal networks.
4 Pass the mic: leverage neighbors, influencers and partners	Invite advisory groups, block captains and local influencers into planning early. Provide simple scripts, training and social graphics that make it easy for them to share the message.	Offer tangible incentives—swag, passes, tickets—that bring more neighbors into the conversation and show value for their time.	Partner with trusted organizations like museums, sports centers, art exhibits and restaurants to amplify reach through familiar community spaces.
5 Knock, drop and deliver engagement with direct-to-home outreach	Send mailers, postcards and flyers using USPS EDDM or voter-registration tools to reach every address in a neighborhood.	Coordinate neighborhood teams to knock on doors, listen on the stoop and carry residents’ stories back to organizers.	Follow up with personal touches—signed “love letters,” hand-delivered notes or doorstep conversations—that reinforce care and connection.
6 Fill your cup before you pour engagement—check your capacity	Conduct a capacity intake at the outset. Map your team’s skills, budget, timelines and support networks to see what’s feasible, then right-size your engagement plan accordingly.	Invest in capacity-building. Partner with peer organizations, cross-train staff and volunteers and seek technical assistance so you can handle complex processes and sustain engagement over time.	Be transparent about what you can do. Communicate clearly with residents about what’s possible, adjust plans when resources are tight and share progress updates so people see their input is valued.