### Community Engagement vs. Outreach

**Why Distinguish?**

Outreach is an unavoidable first step in growing our boathouses, but it is important that it does not become the only step. Otherwise, boathouses and teams become entities that exist within a community, but are not part of it. Through collaboration outside of the boathouse or team nucleus, we center the relationships built by engaging the community while creating a stronger more community based place for rowing.

"While community engagement indeed starts with an initial outreach, a lot of outreach we see is actually closer to marketing rather than community engagement. The word outreach implies that whoever is being reached out to are outsiders with the outreacher in the center. Outreach is done for the outreacher’s organization to extend its reach. Meanwhile community engagement is done with the community for relationship building."

- Lee Samelson, *Community for Power*, 2016

### Table: Community Outreach vs. Community Engagement

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<th>Community Outreach</th>
<th>Community Engagement</th>
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<td>Long-Term</td>
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<td>Relationship Building</td>
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<td>What can A do for B?</td>
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<td>One Group Benefits Most</td>
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<td>Transactional</td>
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*Image from John Hamerlinck, *Leading Differently*, 2019*
IDEAS FOR COMMUNITY ENGAGEMENT

- Include athletes and families in an advisory capacity to boathouse leadership.
- Create opportunities for community members to repeatedly be part of the planning and decision making for programming, events, and boathouse operations.
- Partner with community organizations to connect them with the boathouse.
- Think about not just "opening the door," but everything that happens before and after someone is through the door.

IDEAS FOR OUTREACH

- Info booths at community events and gatherings.
- FREE one day learn to rows or open houses.
- On school campus "Learn About Rowing" days.
- Flyers, posters, ads.

THINGS TO REMEMBER

1. Stay person-centered! Focus on the relationships being built.

2. ENCOURAGE HONEST AND AUTHENTIC INPUT FROM THE COMMUNITY

Remember that language barriers block out families, who are integral to your community. Try to get your materials in other languages, if you’re hosting an event see if you can find translators who can attend (include ASL in this search).

CONTACT

We are always happy to add to our resources and value your input. Please get in touch with our Community Partnerships Manager to make a recommendation.

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