

PRINCIPLES *of* EFFECTIVE COMMUNITY ENGAGEMENT

ASSET-BASED PERSPECTIVE

Rather than entering into a community with an idea of “fixing” some aspect of it, approach your work with an asset-based perspective, seeking to understand the unique strengths and resources that already exist.

Questions to Ask Yourself



- What are the strengths present in the community?
- Who in the community is already working on these issues? How can you collaborate to support those existing efforts?
- Are you willing to step back from engagement if you learn your collaboration does not promote the strengths or best interests of this community?

