



National American
Indian Court Judges
Association

Tribal Law &
Policy Institute



Strengthening Community Outreach and Engagement

May 28, 2025

www.home.tlpi.org

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Disclaimer

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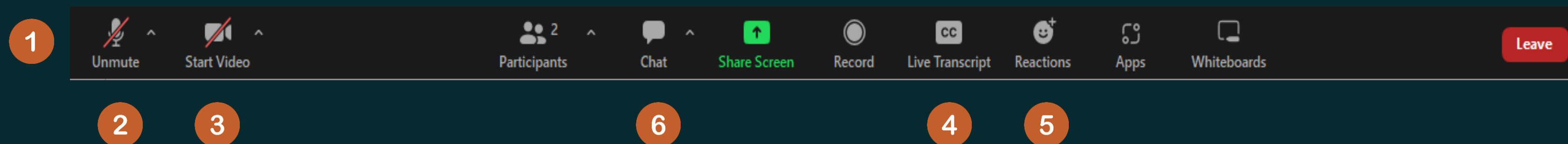




Before We Begin..

Here are some friendly housekeeping reminders

- 1 Your control panel will appear at the bottom of your user screen (As shown below)
- 2 All attendees will be muted during the beginning of the meeting. Please select “unmute” when you would like to speak.
- 3 Please select “Start Video” if you would like to turn on your camera
- 4 Live Transcript and Closed Captioning is available. Select “Live Transcript” or “Closed Captions”
- 5 You may also use the Reactions button to Raise Your Hand to request to be unmuted
- 6 Use the Chat box to submit a comment at any point during today’s presentation. When we conclude, we request that everyone please complete the workshop evaluation. A link for the evaluation will be shared in the Chat box.





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Presenters



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What is something you are working on that you wish more people in the community knew about?

Importance of Outreach and Engagement



- Amplify your mission
- Create collaborative opportunities
- Foster advocacy and education
- Attract financial support
- Create a positive image
- Make data-driven improvements
- Sustain your program



Understanding Community Needs



- The importance of listening
- Methods for gathering community input:
 - Surveys and focus groups
 - Community listening sessions
 - Partnership
- Analyzing and prioritizing needs



Principles of Culturally Responsive Engagement



- Honor cultural knowledge and traditions
- Build authentic relationships
- Center community voices
- Practice humility
- Communicate with transparency and respect
- Commit to long-term partnership and accountability

Creating a Successful Outreach Strategy



- Set clear goals
- Identify your target audience
- Craft compelling messages
- Choose the right methods to reach the people you need to reach
- Leverage technology
- Evaluate progress

Set Clear Goals



- Awareness?
- Education?
- Enrollment?
- Engagement?
- Funding?



Sharing weekly
progress reports and
writing action
pledges increases
your chances of
success by 76%

Identify Target Audience



- May have different audiences for different goals
 - Entire tribe
 - Individual Tribal member populations
 - Outside the tribe
- What are their:
 - Challenges
 - Priorities
 - Behaviors

Craft Your Message



- May have different messages for different audiences
- Formal v. informal
- Visuals
- Word choice
- Reading level – in Word, select Editor on the Home tab, under Insights, Document Stats will give you the reading level

Choose Your Methods



- Accessing available communication channels
 - Social media
 - Events
 - Door-to-door/Face-to-face
 - Newsletters
 - Radio station
- Meeting people where they are
- Hosting events
- Using data to target outreach efforts



What is something that you know your Tribal community has or is working on, that you wish you knew more about?

Leverage Technology



- Automate routine communication
- Use technology to assist with content creation
- Create email campaigns and newsletters
- Engage in services for text and push notifications
- Host virtual events
- Share stories via digital storytelling

Evaluate Progress



- Engagement metrics v. output metrics examples:
 - Social Media: Likes, comments, and shares v. total number of followers
 - Website: Unique visitors v. total number of visitors
 - Email: Open rate v. total number of emails sent
- Ask yourself:
 - What resonated with the target audience?
 - What can be refined?
 - How can you build on successes?
- What gets measured gets improved



Can you describe a successful community engagement strategy or specific initiative that led to increased participation in your community?

Build Trust and Relationships



- The importance of trust
- Consistency, visibility, and follow-through
- Active engagement with trusted community voices
- Storytelling as a tool for connection



Foster Ongoing Engagement



- Move from one-time events to continuous dialogue
- Provide volunteer and leadership development opportunities
- Recognize and celebrate community contributions
- Engage feedback loops for the community to be heard
- Participate in community events

Final Thoughts



- Think outside the box
- Dare to fail
- Start small: one conversation, one event, one new partnership
- Consistency over perfection



QUESTIONS?



THANK YOU!



Email us at chantel@tlpi.org, ansley@naicja.org,
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if you have more questions.