



Circles of Involvement

The Circles of Involvement framework helps coalition members and leaders understand engagement levels within their group. Participants will map out their networks and categorize individuals or organizations based on their level of involvement. This exercise is designed to help coalitions identify key partners, strengthen engagement, and develop strategies to move individuals from awareness to active participation.

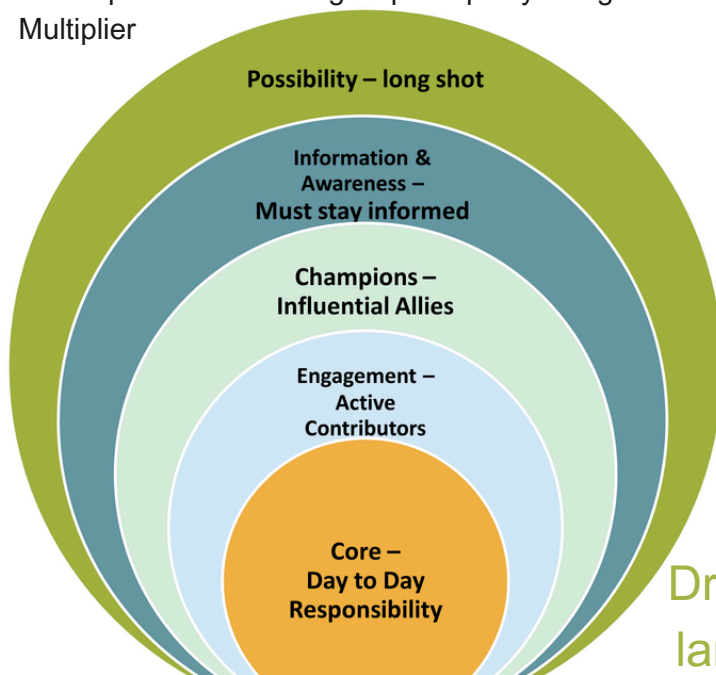
- Objectives:**
1. Recognize the different levels of involvement in the collaborative
 2. Identify current and potential partners and categorize into engagement circles
 3. Develop strategies to strengthen collaborative participation and commitment.

Instructions

- Inventory who is currently involved in a chart then write on sticky note name and role or organization

Name of : • Organization • Business • Department • Group • Person	Levels of Circle of Involvement				
	Core Circle	Circle of Engagement	Circle of Champions	Circle of Info and Awareness	Circle of Possibility

- Place sticky note on circle where they currently are involved (see definitions to the right)
- Discuss gaps, surprises, or potential movement.
- Develop outreach strategies perhaps by using Collaboration Multiplier

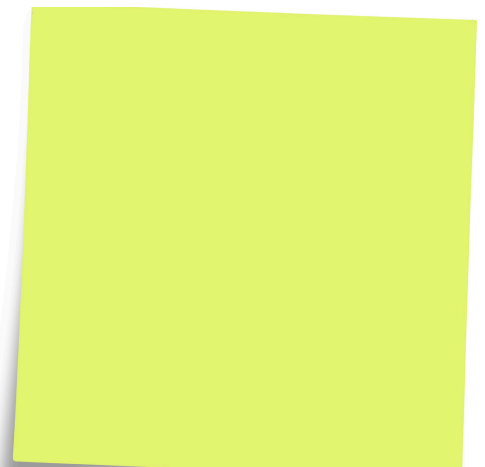
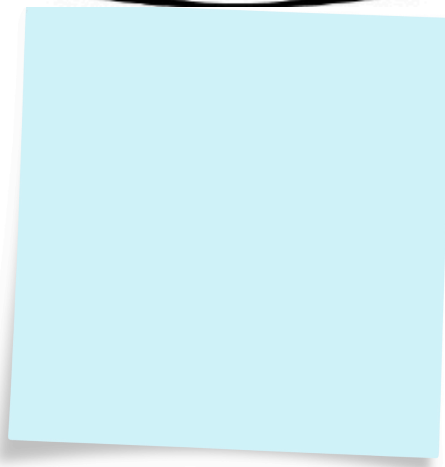
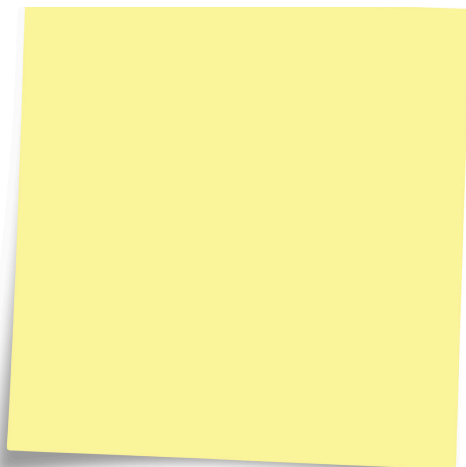
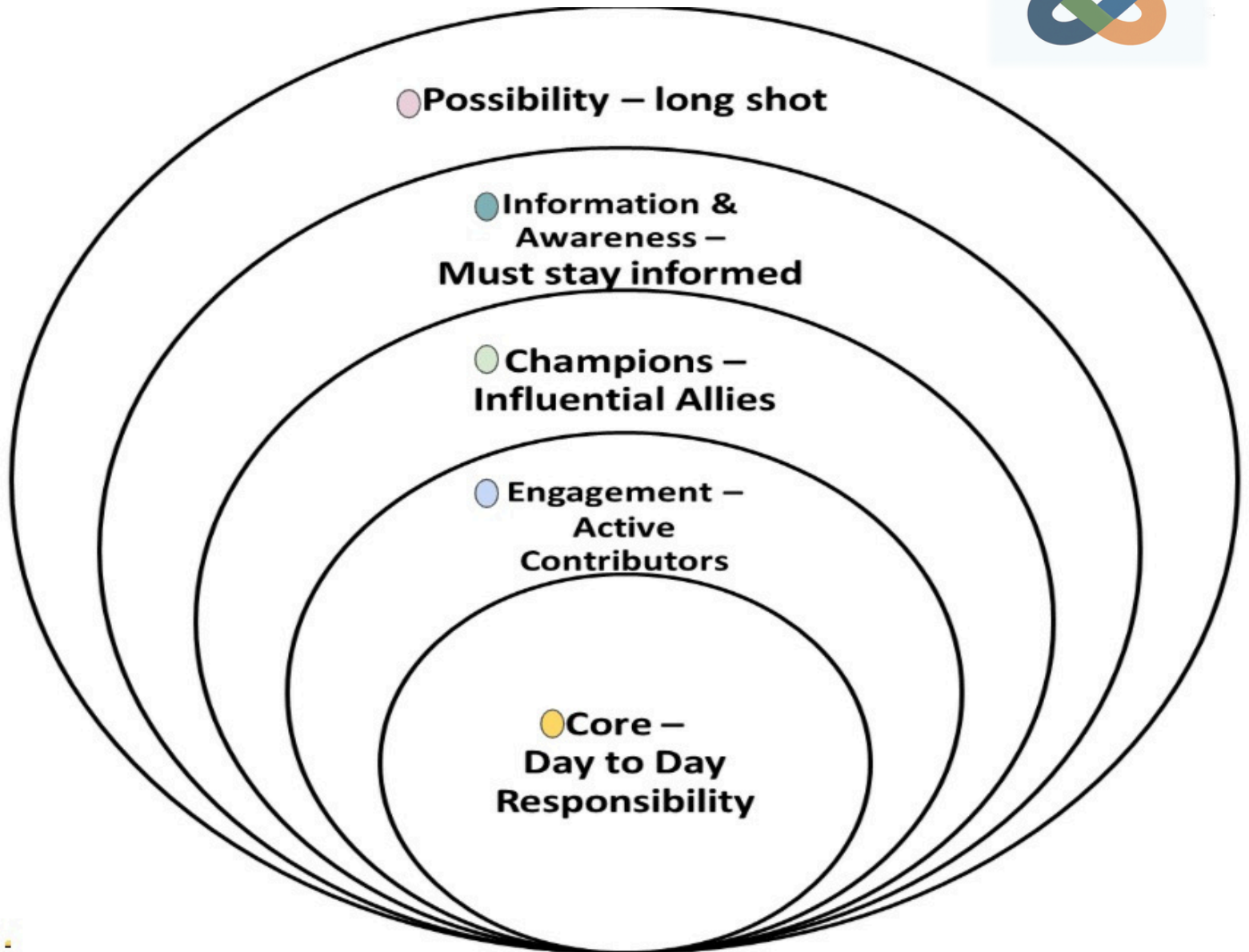


Draw this on a large flip chart

Levels Defined

- **CORE CIRCLE:** People doing the day to day work. They lead planning, coordinate, and can be counted on to show up and follow through.
- **CIRCLE OF ENGAGEMENT:** Actively supportive contributors who can be called on for tasks or events. Might not attend every meeting, but they are reliable.
- **CIRCLE OF CHAMPIONS:** Influential partners: executive directors, school leaders, local officials. They will advocate for your work, they are the “door openers” who may unlock resources.
- **CIRCLE OF INFORMATION AND AWARENESS:** Observers who aren’t involved but should know what is happening. Their influence (or questions) can help shape the collaboratives influence and success.
- **CIRCLE OF POSSIBILITY:** People or groups who you haven’t partnered with yet - but could. This is where you are getting creative to broaden your reach. These are the wild card, untapped allies, or surprising sources of support.

Aligning for Impact



Collaboration is the multiplier that turns individual efforts into community change



Collaboration Multiplier

Once you've identified who should be involved (Circles of Involvement), this tool can help you explore what each partner brings and where alignment exists. This creates stronger proposals, clearer shared outcomes, and more sustainable partnerships.

How to use it

- 1. Gather Partner Information:** *Use the questions to explore partner fit and contributions*
- 2. Look for Alignment:** *Where do your outcomes, activities, or audiences overlap?*
- 3. Multiply Collaboration:** *Design joint activities. Share data and evaluation. Build shared ownership for long-term impact*

Conversation

S-See (observe)

- What is the partner's role in the community?
- Who do they serve?
- Who are they already connected to?

E-Explore (learn)

- What are their top goals or priorities?
- What services, resources, or expertise do they bring?

E-Evaluate (connection)

- Where are there similarities?

D-Do (action)

- What first steps would help strengthen this partnership?

Collaboration Multiplier Alignment Summary

Health Department

Grocery Store

Schools

City Government

Shared Outcomes

Improved access to fruits and vegetables

Partner strengths and resources

Joint strategies and activities

Collaboration

Shared Outcome

- Improved access to fruits and vegetables
- Partner strengths aligned
- Identify locations with low healthy food access
- Better use of incentive programs, SNAP, and other policies.

