Community Engagement and Outreach Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Community Engagement and Outreach is a strategic, impact-driven discipline focused on building sustainable relationships, participatory development, social inclusion, stakeholder collaboration, and grassroots empowerment. In today's digital-first and socially aware world, organizations must adopt data-driven outreach strategies, inclusive communication models, and trust-based community partnerships to create measurable social impact and long-term value.

Community Engagement and Outreach Training Course equips learners with advanced competencies in community mobilization, stakeholder mapping, civic participation, digital outreach campaigns, and impact evaluation frameworks. It blends traditional engagement approaches with modern tools such as social media advocacy, behavioral insights, and participatory planning systems to ensure scalable and results-oriented community programs.

Programme Curriculum

Community Engagement and Outreach Training Course

Introduction

Community Engagement and Outreach is a strategic, impact-driven discipline focused on building sustainable relationships, participatory development, social inclusion, stakeholder collaboration, and grassroots empowerment. In today's digital-first and socially aware world, organizations must adopt data-driven outreach strategies, inclusive communication models, and trust-based community partnerships to create measurable social impact and long-term value.

Community Engagement and Outreach Training Course equips learners with advanced competencies in community mobilization, stakeholder mapping, civic participation, digital outreach campaigns, and impact

evaluation frameworks. It blends traditional engagement approaches with modern tools such as social media advocacy, behavioral insights, and participatory planning systems to ensure scalable and results-oriented community programs.

Course Duration

5 days

Course Objectives

1. Master community engagement strategies for sustainable development
2. Apply stakeholder mapping and analysis tools for outreach planning
3. Design inclusive communication and advocacy campaigns
4. Implement digital community mobilization techniques
5. Strengthen public participation and civic engagement models
6. Develop grassroots leadership and volunteer coordination systems
7. Use data-driven social impact measurement frameworks
8. Enhance cross-cultural communication and inclusion strategies
9. Build trust-based community partnerships and networks
10. Execute behavior change communication (BCC) strategies
11. Leverage social media for community outreach and awareness
12. Integrate monitoring and evaluation (M&E) tools in outreach programs
13. Promote sustainable development goals

Target Audience

1. NGO and nonprofit professionals
2. Government and public sector officers
3. Community development workers
4. CSR and sustainability managers
5. Social workers and outreach coordinators
6. Public health and education program officers
7. Youth leaders and volunteers
8. Development consultants and researchers

Course Modules

Module 1: Foundations of Community Engagement

- Concepts of community engagement and outreach
- Principles of participatory development
- Levels of community involvement
- Ethical considerations in engagement
- Trust-building in communities
- **Case Study:** Urban slum upgrading project using participatory planning in informal settlements

Module 2: Stakeholder Mapping & Analysis

- Identifying key stakeholders
- Power-interest matrix application
- Influence mapping techniques
- Community segmentation strategies

- Prioritization of engagement groups
- **Case Study:** Stakeholder mapping in rural water supply improvement project

Module 3: Communication Strategies for Outreach

- Crafting inclusive messages
- Multi-channel communication planning
- Crisis communication in communities
- Cultural sensitivity in messaging
- Feedback loop systems
- **Case Study:** Health awareness campaign improving vaccination uptake in low-income communities

Module 4: Digital Community Engagement

- Social media outreach strategies
- Mobile-first engagement approaches
- Online community building tools
- Digital storytelling techniques
- Analytics for engagement tracking
- **Case Study:** Youth empowerment campaign using WhatsApp and Facebook community groups

Module 5: Mobilization & Grassroots Leadership

- Volunteer recruitment strategies
- Community champion models
- Leadership development at grassroots level
- Event-based mobilization techniques
- Sustaining community participation
- **Case Study:** Disaster response volunteer mobilization during flood relief operations

Module 6: Monitoring, Evaluation & Impact Assessment

- Designing M&E frameworks
- Key performance indicators (KPIs) for outreach
- Data collection tools and methods
- Impact reporting and visualization
- Learning and adaptation cycles
- **Case Study:** Evaluation of maternal health outreach program in underserved regions

Module 7: Advocacy & Behavior Change Communication

- Advocacy campaign design
- Behavior change models
- Influencing public perception
- Policy engagement strategies
- Community persuasion techniques
- **Case Study:** Anti-plastic waste campaign driving behavioral shift in urban communities

Module 8: Sustainable Community Development & Partnerships

- Building multi-sector partnerships
- CSR and NGO collaboration models

- Sustainability planning for outreach programs
- Resource mobilization strategies
- Scaling community initiatives
- **Case Study:** Long-term education support program funded through corporate-community partnerships

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com