



Part 2

CIC Tribe Premium

Community
engagement + proof
fundors want

BY KEXX



Today we're doing 3 things together:

- Create your survey (ready to post)
- Plan your taster session (ready to promote)
- Setting up your socials

- By the end of this session
you will have:
- A finished survey link + your survey questions
 - A taster session plan (date idea, topic, who it's for, what happens)
 - A Facebook Event drafted (or ready to publish)
 - Set up socials



Community engagement

Funders want to see:

- Need: what problem is happening
 - Demand: people want this / will attend
 - Outcomes: what will change for them
- Best proof (fastest to collect):
- Survey responses
 - Taster session sign-ups + attendance
 - Comments/messages from the community
 - Partner/supporter quotes (even 2–3)





Idea for taster

- Hit priorities of the Community fund Lottery grant;
- Bringing people together
- Making places look better
- Early intervention helping people realise their potential
- Addressing cost of living

Choose very cheap or free venue and activity.

Aim for 10 ish participants

Can add an extra online session to boost numbers. Call it a listening group or steering group



Build your survey (live) Goal: 20 responses this week (that's enough to start) Survey sections (keep it short):

- Who are you? (age range / area / connection to the issue)
- What's the challenge you're facing? (tick boxes + one open question)
- What support would help most? (choose from 4–6 options)
- Would you attend a free taster session? (yes/no)
- No personal details
- What's difference would these sessions make to your life?
- Link to survey and responses

Plan your taster session. This is not a full programme, it's a “proof + engagement” session. Decide:

- Title (clear and simple)
- Who it's for (one sentence)
- Date/time (pick a realistic option)
- Location (online or local venue)
- What happens (45–60 mins max)
- What you'll measure (attendance + 3 quick feedback questions) Outcome of the taster:
- You collect proof, stories, and sign-ups for next steps
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Facebook setup (event + optional ads)

Facebook Event. Include:

- Clear title
- Description: who it's for, what they'll get, what to bring/expect
- Date/time + location/link
- A simple banner image (use the Canva taster graphic) Invite:
- Your friends, local groups (where allowed), partners

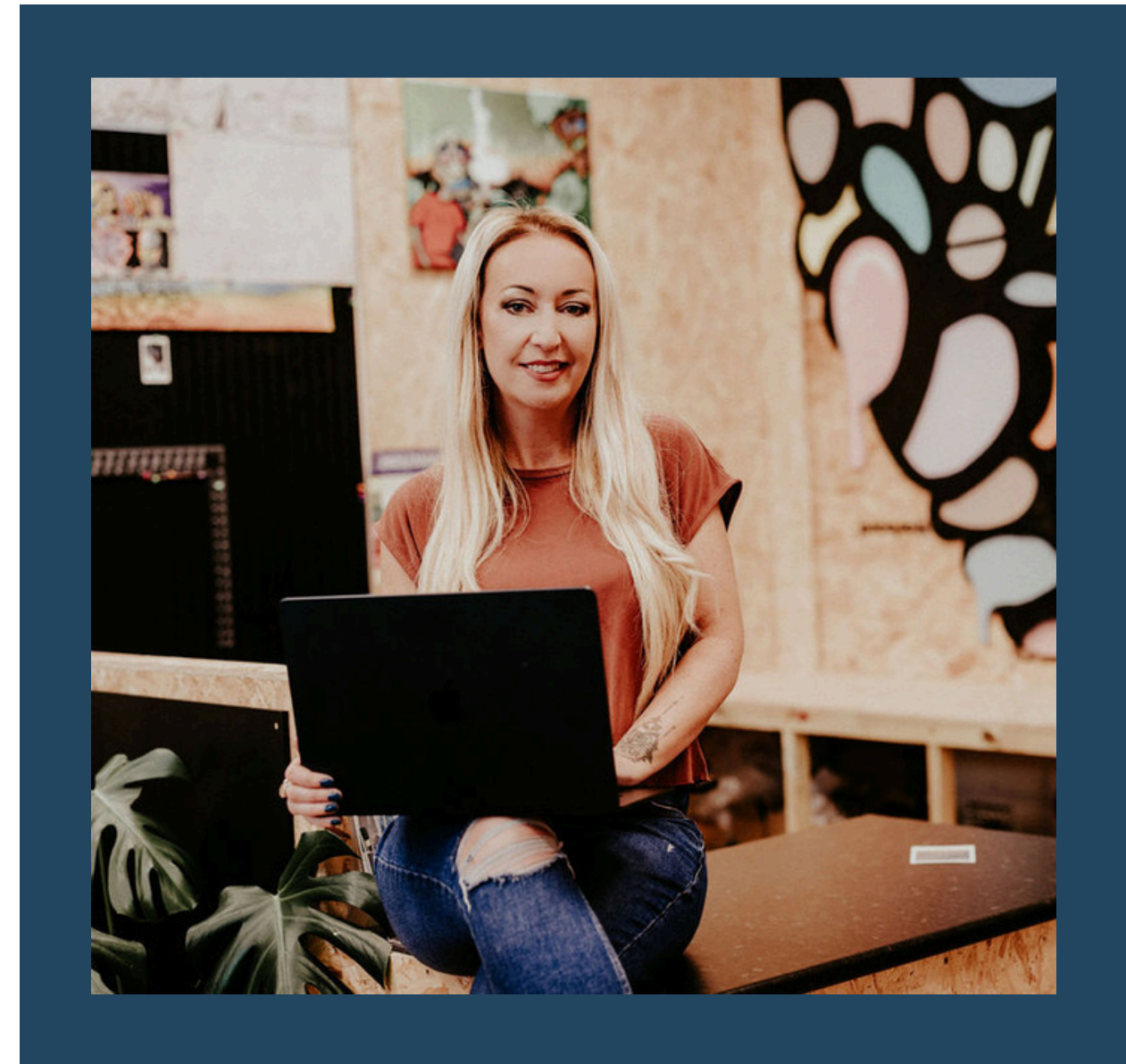


Facebook ads (optional, only if you're ready);

- **Objective:** Event responses or Leads/messages
- **Budget:** small test budget
- **Audience:** local area + interests related to your topic

If ads feel like too much this week:

- **Skip ads and just post + invite + share in groups**





Socials set up + why it matters for funding

Goal today: look real and active online

- Facebook
- Instagram
- Youtube

YouTube

- **Create/update channel name to match your CIC**
- **Add a simple channel description (same as your bio)**
- **Upload one short video after the taster session (even 2–5 minutes) What to film at the taster:**
- **A short intro from you: what the project is and who it's for**
- **A quick clip of the session setup (no faces unless you have permission)**
- **1–2 anonymised feedback quotes or what people said they needed Why this improves your chances:**
- **It's proof of demand and delivery**
- **It builds trust fast for funders and partners**
- **It gives you content you can reuse in applications and socials**



Actions



- Finish your survey + get the link
- Post the survey
- Create and publish your Facebook Event for the taster session
- Post the taster promo on Facebook and Instagram
- Invite and share

- Nice extra (only if you have time)
- Message 5 partners/supporters to share the survey or event
- After the taster: upload 1 short YouTube video (2–5 mins) to boost credibility and funder trust