23 May 2013

Dear friends

The Art and Science of Project Engagement

I am writing to all you as a present or recent grantholder of the Mark Leonard Trust, or the Monument Trust or another of the Sainsbury Family Charitable Trusts - or as a colleague in the related networks we belong to, and that are no less important to us - to ask a small favour. Would you spend 5-8 minutes to be a part of an important research project we at The Mark Leonard Trust and The Monument Trust have commissioned?

The research is in the area of project engagement by the people for whom the project work is set up, looking at how engagement can improve upon already great work, to make an even bigger impact and achieve even greater results. It is, to our knowledge, the first research of its kind anywhere in the world, and we hope the data and recommendations will prove very useful for organisations across the sector.

We have contracted engagement specialists Kaizen to conduct a 2 phase action research project. They are currently in phase 1 which involves hearing the views of practitioners and organisations across the community sector. It would be very helpful if you would circulate this survey to as many staff in your organisation as possible, and encourage them to give their views. The survey explores individual perceptions about engagement which is why having multiple responses from organisations is really helpful.

Completing the survey will also give your organisation the chance to be selected to be part of phase 2 of the research where you would receive free training and support on engagement. See http://kzpartnership.com/ for more information about Kaizen.

The survey can be accessed here: https://www.surveymonkey.com/s/3Z5QF58

I appreciate you are busy and so would like to thank you in advance for your support and time, and also for forwarding this to your colleagues, encouraging them to be a part of the research and give their views too. This is not part of our grant assessment or your grant reporting – we just want to capture your knowledge, experience and expertise for an approach to work that is at the moment much discussed, but little understood. We strongly believe that this research will have wide ranging-impact in the world of charity
and philanthropic endeavour in the community, especially for those at risk and those we find hardest to serve. Thus we hope it will support both us as funders and you as practitioners to increase our understanding of engagement and the best way we can design, shape and provide the interventions and services that will make the greatest difference.

Please feel free to forward this email and the invitation to take part in the survey to others you feel may be interested to take part and contribute to the research. There is no need to reply to this email – I am writing to nearly everyone we know! If you need to know more about the research, or want to know more about Kaizen’s research and philosophy of engagement, please contact Kaizen.

With renewed thanks and all good wishes.

Yours sincerely

Mark

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