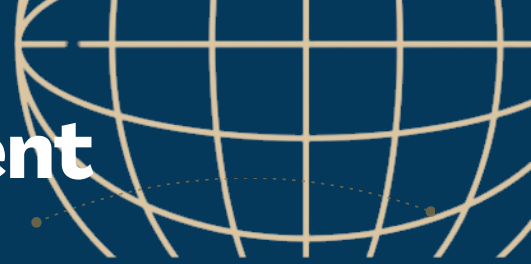


The Audience Engagement Roadmap

A plan you can activate immediately.



You know the event where the same twelve people show up, the newsletter that reaches the already convinced, the partnership that never moves past the first coffee. Engagement stalls when it runs on habit instead of design.

Module 4 teaches the design, and this deliverable captures it: a roadmap that defines your audience through TDA's SIR Framework, tracks what your community actually feels, and turns listeners into a constituency that acts.

What you will build. A complete engagement plan built in five moves: audience definition through the SIR Framework, segmentation through the Three G's, a sentiment monitoring plan, engagement loops that keep the conversation running, and a 90-day activation table with R.O.P.E. moves you can start within seven days.

Framework spine. The SIR Framework defines your roles. The Three G's segment your audiences. R.O.P.E. supplies your moves. The 9As, especially Audience, Alliances, and Access, connect this roadmap to your Constituency Power Map.

THE SIR FRAMEWORK

Diaspora communities carry one name and hold many audiences. They are multi-generational, economically diverse, and politically nuanced, and each segment deserves its own approach. Engagement succeeds when it is intentional, structured, and aimed at the right people, and it stumbles the moment a leader treats "the diaspora" as a single room.

The SIR Framework, taught in Module 4, gives you the structure. It names the three roles you can hold with any audience, and it asks you to claim each one deliberately.

SERVE

Serve. You Serve the people who receive your value directly: programs, resources, gatherings, mentorship, knowledge.

Three questions define this role:

- What are this community's primary needs and aspirations?
- What challenges and barriers stand in their way?
- What value can you provide that meets those needs?

A leader focused on youth engagement might serve young diaspora professionals seeking careers, mentorship, and networks. A community advocate might serve migrant families seeking better access to social services.

INFLUENCE

Influence. You Influence the people who hold power over the issues your community cares about: policymakers, institutions, funders, media, business leaders.

Three questions define this role:

- Which decision-makers hold authority over your issues?
- What are their priorities, and how does your message connect to them?
- Which channels and platforms reach them?

Your influence strategy might run through policy advocacy, relationships with international organizations, or media work that elevates diaspora issues.

REPRESENT

Represent. You Represent the community whose voice you carry into rooms they have not entered.

Three questions define this role:

- Which diaspora nationality, ethnic group, or professional sector do you speak for?
- What lived experience uniquely positions you to do it?
- How do you keep your representation inclusive and accountable to the wider community?

Representation earns credibility when it stays authentic, and it keeps credibility when the community can see itself in what you say.

Most leaders hold all three roles at once, with different audiences attached to each. Naming the role changes what you build, because the people you serve need delivery, the people you influence need a case, and the people you represent need fidelity.

Step 1. Define Your Audience with SIR

Work through each role, then lock your answers in the three writing prompts that follow. These come straight from the Module 4 worksheets, and they become raw material for your vision statement and communication plan.

In one sentence, who do you serve and how do you help them?

Your influence targets.

Decision-Maker or Institution	What You Need Them to Do	The Message That Moves Them
1.		
2.		
3.		

My advocacy pitch, two to three sentences, written for one decision-maker above

My Diaspora Leader Statement, three to five sentences naming my role, my community, and what makes my representation authentic

Step 2. Segment Your Audiences with the Three G's

Name three to five distinct audience segments using the Three G's. "The community" is a starting point, never a segment.

Segment Name	Generation	Geography	Gender Notes	Estimated Size	Where They Gather

Segment	Serve	Influence	Represent	Primary Role	What That Role Requires of You

Step 3. Track Diaspora Sentiment

Diaspora communities are dynamic. Priorities shift with global events, economic conditions, and homeland politics, and the leaders who stay relevant are the leaders who keep listening. Sentiment tracking turns listening into a system with four channels.

-  **Social media listening.** Follow the hashtags, groups, and forums where your community already talks.
-  **Surveys and polls.** Ask directly through short forms, polls, and structured feedback tools.
-  **Community gatherings.** Host town halls, Q&A sessions, and listening circles where feedback arrives unfiltered.
-  **Media coverage.** Watch how journalists and editors frame diaspora issues, and note where the framing misses your community's reality.

MY SENTIMENT MONITORING PLAN

Tool or Channel	Cadence	What I Will Listen For	How Findings Change My Messaging

When the data comes back, act on it. A disengaged audience calls for storytelling and community-driven campaigns. A spike in concern calls for advocacy that addresses the issue directly. Positive momentum calls for a bigger ask made at the moment energy peaks.

Step 4. Build Engagement Loops

Engagement runs in loops. A community that feels heard stays engaged, and a community that only receives broadcasts drifts away. Three practices keep your loops alive: acknowledge feedback and show the changes it produced, co-create so members hold a real hand in shaping initiatives, and check in on a rhythm through newsletters, gatherings, and open forums.

Engagement Loop	Channel	Cadence	How the Community Shapes Decisions	Owner

Step 5. Choose Your Moves with R.O.P.E.

Select engagement moves from all four R.O.P.E. categories. Every roadmap should draw on each category at least once.



Represent. Speak on the panel, testify at the hearing, join the board, carry the community's data into the meeting.



Organize. Convene the gathering, build the contact list, form the working committee, run the campaign.



Participate. Show up, vote, enroll, mentor, and contribute to structures others have built.



Engage. Open the dialogue, host the listening session, launch the partnership conversation, connect two groups who need each other.

Step 6. Align Your Constituency and Advocacy Goals

An audience listens to your work. A constituency acts on it, funds it, and defends it. Module 4 closes the distance between the two, and your Constituency Power Map from Deliverable 1 holds the names.

Pull your Champions forward as messengers, move your Persuadables with the sentiment data you now collect, and equip your Organizers to run engagement loops beside you.

Three relationship practices sustain the constituency: regular communication through updates and direct outreach, collaboration with aligned organizations, and public recognition of the people who carry the work.

My Advocacy Alignment Statement. Which institutions, policies, or frameworks align with my work, where are my entry points, and how do my community's needs connect to institutional priorities?

Step 7. Build Your 90-Day Activation Table

Activation begins within seven days of completing this roadmap, because momentum is a design decision. Fill every cell with a named move, a named owner, and a completion marker, and give your sentiment checks and engagement loops their own rows, because listening is a move.

DAYS 1 TO 30

Move	Audience Segment	SIR Role	R.O.P.E. Category	Channel	Owner	Done When

DAYS 31 TO 60

Move	Audience Segment	SIR Role	R.O.P.E. Category	Channel	Owner	Done When

DAYS 61 TO 90

Move	Audience Segment	SIR Role	R.O.P.E. Category	Channel	Owner	Done When

YOUR ROADMAP IS READY WHEN

- ✓ Every segment carries a Three G's profile and one primary SIR role.
- ✓ Your Serve sentence, your advocacy pitch, and your Diaspora Leader Statement each stand complete on their own.
- ✓ Your Sentiment Monitoring Plan names the tools, the cadence, and what you listen for.
- ✓ At least one engagement loop gives your community a real hand in decisions.
- ✓ All four R.O.P.E. categories appear across the ninety days, and days 1 to 30 hold three moves with owners.
- ✓ Your first move can start within seven days using resources you already hold.