Engagement Strategy

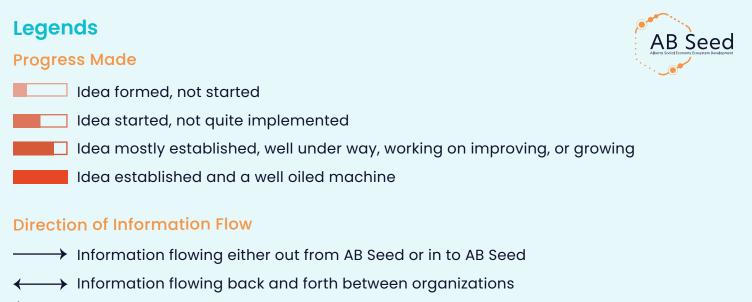
Why an Engagement Strategy Instead of a Communications Plan?

As a collaborative, we are not simply growing an organization that offers a support or service, we represent a broad ecosystem with more than just a singular message that needs to be communicated. This requires a two-way (or more!) flow of information between AB Seed and ecosystem partners.

As such we have developed an engagement strategy to guide our work in this area in an intentional, meaningful way.

Engagement Activities





> Multiple organizations/members who are informing and being informed by one another