



# What Does it Mean to Invest in Civic Engagement?

If the world looks one way today, and you hope that it will look another way tomorrow, there are generally three approaches to investment that can make that happen.

Increasing **civic participation can be a goal unto itself**. Investing in measurable areas like voting, election participation rates, or community organizing can be an aim of a grantmaking portfolio.



Because civic engagement is about engaging people in a process of self-governance, you can also build a portfolio for a certain issue (e.g. health, education, environment) and **fund civic engagement as a means to achieve goals** associated with those issue areas.



It doesn't have to be an either/or -- **you can do both!** You can create a portfolio to fund civic engagement activities, then use those activities as a means to achieve goals in your issue area funding.

