Outreach Planning Template

Use and customize this tool to develop a specific communications plan for a specific event and/or outreach campaign.

**The Big Picture**

**Tailored Outreach Ideas**

**Outreach Plan**

*Who are we trying to reach & why?*

*What will work to reach those people?*

Who will do what and when?

# **Step One:** **The Big Picture**

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| **A. Goal**  What are you trying to accomplish? How does this fit into your group/community’s other goals?  (*e.g. more homes weatherized, more people riding bikes)*  What action(s) do you want people to take as a result of your outreach?  *(e.g. show up to an event, sign up for a test drive, join your mailing list, request a quote from a heat pump installer)* |  |
| **B. Who Are We Trying to Reach**  Who do you want to talk to and persuade? Are there multiple audiences?  *(Be specific: e.g. renters, homeowners, 2nd home owners, people who can afford to buy an EV, people who commute to Montpelier, people who live close enough to bike into town, people who are concerned about how expensive air conditioning was in June)* |  |
| **C. Messages**  What can you say or do to persuade and help your audience take action? *(NOTE: You may need different messages for different audiences!)*   * How-To Information *(e.g. how to sign up, who to call for help)* * Facts *(e.g. costs & benefits, myth-busting facts)* * Incentives *(e.g. raffle prizes, free or discounted services)* |  |

## **Step Two: Tailored Outreach Ideas**

A list of specific things your team can do to reach the people you want to reach and get them to take action.

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| ***Goal:*** | | |
| *Everyone* | *Target Audience #1* | *Target Audience #2* |
| *General outreach strategies we want to use for this campaign:* | *Special things we can do to reach these people in particular:* | *Special things we can do to reach these people in particular:* |

## **Step Three: Outreach Plan**

A week-by-week to-do list of **what** your team will do, **when** you will do it, and **who** will be responsible for each task.

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| **Activity** | **Lead person:** | **Detail/Notes** |
| **6 Weeks Before Event or Deadline** | | |
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| **5 Weeks Before Event or Deadline** | | |
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| **4 Weeks Before Event or Deadline** | | |
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| **3 Weeks Before Event or Deadline** | | |
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| **2 Weeks Before Event or Deadline** | | |
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| **Weeks Of Event or Deadline** | | |
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| **Post-Event or Deadline** | | |
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