Town Energy Committee Community Outreach Inventory

Use this form to keep track of all the ways you can get the word out about your next project or educational campaign.

*(To ADD or DELETE rows/columns, RIGHT CLICK in table)*

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## 1. Internal Committee Resources

*What resources do you have within your domain as an energy committee? E-mail and/or phone lists, a webpage, and social media presence are examples. This is a core resource for any organization. Consideration should always be given to developing and growing these resources.*

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| **Resource** | **Who and how many?** | **How can this be utilized?** |
| Example: E-mail List | List of 25. Mostly the “choir” | Committee member or Chair can e-mail this list when there is worthwhile information to share. |
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## 2. Community Partners

*What people/groups in our community can help us spread the word? e.g. churches, schools, civic clubs, local businesses, influential people … Don’t forget neighboring communities as well. Are there other energy committees nearby who you can collaborate with?*

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| **Person or Group** | **Contact Information** | **How can they help us?** *(present at a meeting, put up a poster, mention in a newsletter or at an event, etc. If newsletters have a deadline/schedule, note that here. Consider also, what population is reached through this partner?)* |
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## 3. Where Do Neighbors Get Their News?

*e.g. newspapers, town newsletters, list-serv, cable-access, local radio station, social media …*

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| **News Source** | **Contact**  | **How can we get our message in that news source?** *(contribute regular content, send press release, request interview, paid advertisement, letter to the editor)* ***Also for consideration - who does this news source reach?*** |
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## 4. Existing Community Events

*What are some pre-existing events that draw a crowd? e.g. town meeting, sporting events, farmers markets, craft fairs, public talks, concerts …*

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| **Event Description** *(including date and location)* | **Contact** | **How can we participate?** *(set up a table or display, a minute to speak at the mic, a shout out from host)* **Also consider - what populations do we reach at this event?** |
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## 5. High Traffic Locations for Tables (on their own, or with a volunteer standing by)

*Possible examples of high-traffic places: grocery store, post office, library, town hall, transfer station/dump, local business …*

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| **Location** | **Contact**  | **What would work best in this location?** *- Table WITH a volunteer standing by (during what days/times?)- Display with materials but NO person standing by (e.g. display at library)* |
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## 6. Visibility - Where To Place Signs/Banners/Posters

*Where are the bulletin boards in town? What are other locations for signs, banners, and flyers? e.g. churches, schools, civic clubs, local businesses*

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| **Location** | **Permission needed?** | **What can/should go there?** *(poster, banner, handouts, etc.)* |
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## 7. Good Places to Host Events

*What locations are convenient for hosting workshops and other events? Is it well-known, easy to find, easy parking, free to use, enough chairs for the planned event, who feels comfortable (or uncomfortable) going there? e.g. churches, town offices, legion/VFW and other clubs, grange, schools, libraries, fire station*

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| --- | --- | --- | --- |
| **Location** | **Contact**  | **Notes** *(how many people can fit, what is provided on site, is there a cost to rent the space, can you have food, etc.)* | **Good for a multi-town event?** |
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## 8. Home Energy Champions

*(Neighbors who already took action and may be willing to help)*

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| --- | --- | --- |
| **Name and Contact Info** | **Description of actions taken** (e.g. Electric Vehicle owner, weatherized home, solar home) | **How are they willing to help?** *(write case study, speak at event, host open house, talk with curious neighbors if asked)*  |
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## 9. Other Outreach Ideas

*(What ideas/partners did you miss in the sections above? What are some creative ideas to reach marginalized members of your community?)*

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| **Outreach Idea** | **Details and Notes** |
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