



INITIATE

Pillar 2: INITIATE

Step 2: Outreach Plan Template

Purpose of This Template: To identify the outreach and communication strategies that make sense for your public engagement effort.

Directions: Read through the tips and then fill out the tables as best you can; you do not need to go in order.

Outreach Questions to Consider:

- What level of engagement is your agency looking to create? The spectrum ranges from informing residents to consulting them to empowering them to decide.
- What resources does your agency already have on-hand? Are there funds to acquire additional resources?
- Are there existing outreach efforts underway that can be utilized for this new effort?
- Is there a stakeholder/interested group already providing related outreach that can be partnered with?
- Do the proposed outreach activities fit with what you know about the needs of the target populations?
- Remember: When designing outreach activities for your community, one size does not fit all. Using a combination of different media types can increase the chance that you will reach beyond the usual participants.

Types of Media to Consider:

Category	What It Is	How to Use It
Earned media	Also called free media, this is publicity gained through editorial influence.	Reach out to the community, talk to people one-on-one and to groups at their meetings. Encourage word of mouth amongst residents. Speak to leaders from a wide range of groups. Form relationships with local media outlets (print, TV, radio) and ask them to share upcoming events, engagement opportunities, etc. Draft press releases, media advisories.
Ethnic media	Produced by and for immigrants, racial, ethnic, and linguistic groups.	Identify which groups of community members you hope will attend based on demographics and/or who could be affected by the project. Translate outreach materials as needed and share with appropriate community groups. For tips of partnering with ethnic media view this tip sheet .
Owned media	Communication channels that are within one's control,	Use local government agency accounts in online social networks (e.g., Twitter, Facebook, Instagram etc.). Send relevant information out in a timely manner via e-blasts, press releases, blog posts, etc.).

	such as websites, blogs or email.	
Social media	Websites and applications that enable users to create and share content or participate in social networking.	Announce the meeting and invite people using pages/accounts in online social networks (e.g., Twitter, Facebook, Instagram). Include directions, transit routes and suggestions about parking.

Tools to Consider:

Consider using the following tools as appropriate. Utilize at least three different categories, and as many tools as makes sense.

Category	Examples	Brainstorm List for Your Project	How You Will Execute
Print	Brochures, Fact Sheets, News Releases, Feature Articles, Inserts, Flyers, Newsletters, Letters to the Editor, Direct Mailing		
Electronic	Public Service Announcements (PSAs), Videos, Emails, Radio Interviews, Public Television, Online Bulletin Boards, Social Media, Website, E-Newsletter, Surveys		
Visuals	PowerPoint Slides, Photos, Displays, Exhibits, Poster/Billboards, Signs		
Personal Contact	Workshops, Presentations, Meetings, Interviews, Surveys, Press Events, Conferences, Community Events		