



# INITIATE

## Outreach Template

**Purpose of this template:** To identify the communication outlets that make sense for your public engagement effort.

**Directions:** Read through the tips and then fill out the tables the 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 make a decision.
- 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 doesn't 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
<b>Earned media</b>	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 (such as school, business, faith based, advisory boards, task forces, health and neighborhood).
<b>Ethnic media</b>	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 <a href="#">view this tip sheet</a> .

Shaping the Future Together: A Guide to Practical Public Engagement for Local Governments



<b>Owned media</b>	Communication channels that are within one's control, such as websites, blogs, or email.	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.).
<b>Social media</b>	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
<b>[Example] Print</b>		<b>Utility Mailer</b>	What is timeline for inclusion? Is an amendment needed to graphic designer's contract? Who needs to review?
<b>Print</b>	Brochures, Fact Sheets, News Releases, Feature Articles, Inserts, Flyers, Newsletters, Letters to the Editor, Direct Mailing		
<b>Electronic</b>	Public Service Announcements (PSAs), Videos, Emails, Radio Interviews, Public Television, Online Bulletin Boards, Social Media, Website, E-Newsletter, Surveys		

Shaping the Future Together: A Guide to Practical Public Engagement for Local Governments



Category	Examples	Brainstorm List For Your Project	How You Will Execute
<b>Visuals</b>	PowerPoint slides, Photos, Displays, Exhibits, Poster/ billboards, Signs		
<b>Personal contact</b>	Workshops, Presentations, Meetings, Interviews, Surveys, Press Events, Conferences, Community Events		

## About the Institute for Local Government

The Institute for Local Government's (ILG) mission is to promote good government at the local level with practical, impartial and easy-to-use resources for California communities. ILG is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association.

For more information about the TIERS Framework and Learning Lab, please contact Madeline Henry at [mhenry@ca-ilg.org](mailto:mhenry@ca-ilg.org)

To access the Institute's resources on public engagement, visit [www.ca-ilg.org/engagement](http://www.ca-ilg.org/engagement)

© 2017 Institute for Local Government. All rights reserved.

Shaping the Future Together: A Guide to Practical Public Engagement for Local Governments

