

## **OUTREACH PLAN**

### **Definition**

**Outreach** is an active way of getting your message out to targeted populations. Outreach will help you create awareness of the program(s), increase participation, gather volunteers and gain resources. A key component of outreach is meeting those in need of the services at their locations. Outreach is always mutually beneficial.

### **Step 1: Define Your Goals And Objectives**

The *goals* of your outreach will be unique to your agency. They may include increasing participation, combining services, seeking volunteers or acquiring more resources.

*Objectives* will be more specific and measurable (for example, increasing participation by 20% in the next six months).

### **Step 2: Identify Your Target Audience**

Your target audience is the group of people you want to reach. You should break them down into small groups so that you can create a message that will resonate specifically with each group. For example, CSFP flyers may be different than TEFAP flyers or you may need to create a publication in Spanish to meet that target audience. To find your target audience, use census data or established groups such as senior or low income housing, community centers, churches, pantries or schools.

### **Step 3: Create Your Message**

Once you have identified your target audience, it is time to craft your message. The message should be attention-grabbing, specific and informative. Keep in mind that not everyone has access to the same things.

### **Step 4: Package Your Message**

Packaging your message is the next step. Some important things to remember:

- Meet each target group where they are located
- Different messages (and messengers) will be relevant to different groups
- Provide a means for your target audience to receive additional information
- Available and/or existing resources
- Cost-effectiveness of the activity

### **Step 5: Distribute Your Message**

Once your message has been produced according to your group's needs, it's time to get the word out. Depending on how your message has been packaged, there are a variety of ways to distribute it.

- Look at the level of time, resources, and work required for distributing the message.
- Who is going to hang flyers?
- Is your phone tree prepared?
- Have you received permission to hang posters in public places?

### **Step 6: Evaluate Your Plan**

By evaluating your outreach plan, you can determine what worked or did not work, and what adjustments need to be made for the future. Some messages will have obvious ways to measure results.