

Presenting your Foster Grandparent or Senior Companion Project Outreach Plan

Doing active outreach will help you raise awareness about your project in the community so you can recruit volunteers and find the elders, children and families who could benefit from the service. Creating an outreach plan can help you: (1) structure and target your efforts before you commit any resources; and (2) track what needs to happen and when.

Before you start planning specific activities, you may want to brainstorm with staff or other people involved with your program. Below is a template for a [6-month outreach plan](#), followed by a completed [example](#). After that is a template for [planning specific outreach activities](#) with an [example](#). Use these templates only if you find them helpful, and please consider them working documents that you can revise any way you see fit.

Outreach Plan Template

6-MONTH OUTREACH PLAN	NOTES
Timeframe	
Objectives (What can we accomplish in this timeframe?)	By [DATE], we will: <ul style="list-style-type: none"> •
Person Responsible (Who can manage the outreach activities? Who can help?)	
Activities (What are the best ways to get the word out about our program? Who do we talk to and when?)	
[MONTH, YEAR]	•
Resources	
Resources we have (people that can help, funds, materials)	
Additional resources we will need	

Outreach Plan EXAMPLE

6-MONTH OUTREACH PLAN	NOTES
Timeframe	<i>July 1, 2016 –December 31, 2016</i>
Objectives (What can we accomplish in this timeframe?)	<p><i>By December 31, we will:</i></p> <ul style="list-style-type: none"> • <i>Present/distribute information about the program at four events.</i> • <i>Be featured in at least two local newspaper stories or radio interviews.</i> • <i>Have an ongoing regular meeting scheduled with tribal council where we can update them on project activities.</i>
Person Responsible (Who can manage the outreach activities? Who can help?)	<i>J.N. can manage the activities. C.T. and A.B. can assist.</i>
Activities (What are the best ways to get the word out about our program? Who do we talk to and when?)	
JULY 2016	<ul style="list-style-type: none"> • <i>By July 20: Send text for announcement to [name] for tribal website.</i> • <i>By July 30: Talk to [name] at reservation newspaper about getting an interview sometime in August.</i> • <i>Ongoing: remind staff, volunteers, partners to tell people about our work (friends, family, others).</i>
AUGUST 2016	<ul style="list-style-type: none"> • <i>Monthly, starting August 15: Attend monthly meetings at [tribal council] to let update the on project activities.</i> • <i>Preparations for getting a table set up at [community events] scheduled for next month.</i>
SEPTEMBER 2016	<ul style="list-style-type: none"> • <i>September 10 and 11: Table at [community events].</i> • <i>September 15: Attend monthly meeting at [tribal council].</i>
OCTOBER 2016	<ul style="list-style-type: none"> • <i>October 15: Attend monthly meeting at [tribal council].</i> • <i>Find out who to contact at [name] radio station about possibly getting an interview.</i>
NOVEMBER 2016	<ul style="list-style-type: none"> • <i>November 15: Attend monthly meeting at [tribal council].</i> • <i>Talk to [partner] about organizing a winter event open to the community.</i>
DECEMBER 2016	<ul style="list-style-type: none"> • <i>Early December: Talk to [name] at reservation newspaper about getting a story out this month.</i> • <i>December 15: Attend monthly meeting at [tribal council].</i>
Resources	
Resources we have (people that can help, funds, materials)	<p><i>Staff [# part time], volunteers [#], and contacts who can from [organizations].</i> <i>\$[#] per month for outreach activities such as office supplies.</i></p>
Additional resources we will need	<p><i>Contacts: We will need to find people at [organizations] to enlist their help.</i></p>

Individual Outreach Activity Plan Template

Please consider this plan a working document and revise it as you see fit.

OUTREACH ACTIVITY	NOTES
Purpose of this activity (e.g. general raising awareness, recruiting volunteers, reaching out to potential beneficiaries)	
Brief description of the activity	
Objective – what specifically do we hope will happen because of this activity?	
How will it happen; what are the steps?	
Resources we need for this activity (people that can help, funds, materials)	
Who will be in charge of this activity?	
Where will this activity happen?	
When will this activity happen (dates/times if applicable)?	
When will this activity be finished?	
Debrief notes (date: ____): Did we meet this objective? What did we learn?	

Individual Outreach Activity Plan EXAMPLE

OUTREACH ACTIVITY	NOTES
Purpose of this activity (e.g. general raising awareness, recruiting volunteers, reaching out to potential beneficiaries)	<i>Recruit new Foster Grandparents</i>
Brief description of the activity	<i>Two of us will participate in the Indian Day Elder Walk and then speak for about 10 minutes about the Foster Grandparent Program at the picnic afterward.</i>
Objective – what specifically do we hope will happen because of this activity?	<i>At least 5 people will sign up for more information about the Foster Grandparent volunteer opportunity or call us within two weeks.</i>
How will it happen; what are the steps and when do they need to happen?	<i>J.N. will schedule a meeting with organizers as soon as possible and ask for permission. C.T. will finish our new flyer and get copies made in Native, English, and Spanish language by July 12. J.N. will prepare a dish to bring to the picnic on July 15.</i>
Resources we need for this activity (people that can help, funds, materials)	<ul style="list-style-type: none"> • <i>30 copies of our flyers</i> • <i>1 sign-up sheet for people who want more information</i> • <i>4-5 pens</i> • <i>A dish to contribute to the picnic</i>
Who will be in charge of this activity?	<i>J.N., with help from C.T.</i>
Where will this activity happen?	<i>Indian Day Elder Walk & Picnic, Hot Springs Park</i>
When will this activity happen (dates/times if applicable)?	<i>July 16, 10:00 am – 2:00 pm</i>
When will this activity be finished?	<i>July 16, but we may get calls afterward</i>
Debrief notes (date: <u>July 30</u>) Did we meet this objective? What did we learn?	<p><i>We met the objective: 6 people signed up at the picnic for more information and 2 more called us over the following week. We talked to all 8 prospective volunteers and we expect to recruit at least 4 new Foster Grandparents due to this effort.</i></p> <p><i>Based on some of the comments we heard, we plan to redesign our flyers with larger type, more spacing, and less text.</i></p>

Additional Examples and Resources

“How to Create an Outreach Work Plan”, Enroll America, December 2013

<https://s3.amazonaws.com/assets.enrollamerica.org/wp-content/uploads/2013/12/Enroll-America-Factsheet-HowToOutreachWorkPlan.pdf>

“Steps to Developing your Outreach Plan”, WIC Program, California Department of Public Health

<https://www.cdph.ca.gov/programs/wicworks/Documents/NE/WIC-NE-Outreach-StepsToDevelopingYourOutreachPlan.pdf>

“Stewardship Outreach Planning Worksheet”, Executive Office of Energy and Environmental Affairs, Mass.Gov

<http://www.mass.gov/eea/docs/dcr/stewardship/forestry/service/stewardship-outreach-planning-worksheet-july-2010.pdf>