

Sample Plan

Community Outreach Plan Development

Please complete the following pages.

I. Write a Situation Statement

(A statement or definition of the issue or project the Center is seeking to build community awareness and support for)

II. Define Your Goals

(Specifically define what the Center is looking to achieve by engaging the community.)

III. Identify Target Audience(s)/Stakeholders

A: Decision-makers & People of Influence:

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B: Information Consumers:

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IV. Craft a Clear Message

(Clearly state your position(s) in a way that will engage and motivate your audience.)

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V. Identify Incentives for Engaging Targeted People and Organizations:

(By identifying incentives we are answering a stakeholder question, WHY should I get involved with this issue?)

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____

Stakeholder: _____

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Stakeholder: _____

Incentive: _____

IX. Develop a Timeline

(Your timeline is your schedule for implementation and evaluation of your outreach program.)

January

February

March

April

May

June

July

August

September

October

November

December

X. Identify Media Outlets

(Also see chart on page 20.)

XI. Implement Your Plan!

Notes:

Situation: Unemployment among people with disabilities is alarmingly high and impacts the quality of life of people throughout our community.

Goal: To create opportunities for people with disabilities for employment; and to initiate constructive dialogue about the talents people with disabilities bring to the job market, and how the community can do a better job identifying people with disabilities for available positions.

Target Audience: Employers, Employment agencies, Local labor organizations, Public

Message: According to the U.S. Department of Labor, 21.9% of people without disabilities are unemployed. 69.3% is the unemployment rate for people with disabilities. ABC Community and its residents will benefit from a collaborate effort to make job opportunities more readily available to people with disabilities.

Incentives for Engagement: Connect people with disabilities to jobs; Bring public awareness to severity of this issue.

Methods & Tools: Media kit. Editorial board. Testimony at hearing. Press conference. Coalition meetings.

Spokesperson(s): ABC ILC Director, Director, The Coalition for Employment Opportunities

Evaluation Measure: Feature story. 4x Press coverage. Political champion. Diverse coalition, 3x meetings. Web-based job exchange on ILC website.

Timing: February coalition announcement. March coalition meeting. April media kits completed. May coalition meeting. June editorial meetings. July coalition strategic report distributed, press conference, etc.

Implementation: Launch February, 2013!