

Base Building Plan

TARGET AUDIENCE Who is your most important target audience? <i>(parents? students? other community members?)</i>	KEY CONTACTS Who can help you connect with that audience?	OUTREACH SITES Where are the best places to find and talk to your target audience?

GOALS			
OUTREACH HOURS How many outreach hours will you do each week? What is your total number of hours for the month?	CONTACTS How many new contacts – name & phone/email – do you expect to make this month?	ONE-TO-ONES How many one-to-ones will you do each week? What is your total number for the month?	COMMITMENT & TURNOUT List any events & meetings you have this month, and goals for how many commits to attend, and how many people turn out.
<i>Organizer Math: For new outreach, about 1 in 3 of people you reach out to will agree to come to an event. About 1 in 2 of the people who committed to come will actually show. So you need to outreach to about 6x the number of people who you want to come to your event.</i>			

Outreach Plan Week 1			
Where	When	Who	Preparation (materials, info gathering,
Follow Up: (Who & When)			

Outreach Plan Week 2			
Where	Time	Who	Preparation
Follow Up: (Who & When)			

Outreach Plan Week 3

Where

Time

Who

Preparation

Follow Up: (Who & When)

Outreach Plan Week 4

Where

Time

Who

Preparation

Follow Up: (Who & When)