<project name>

Outreach Plan Template

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| **Project Name:** |  | |
| **Prepared by:** |  | |
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| **Prepared for:** |  |  |
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|  |  | |
| **Date:** | <date> | |

# Project Background

Brief overview of the project, what is being proposed, and how does it align to existing policy or bylaw.

# Outreach Overview

## History

Include any relevant information about past or prior outreach that has led up to this point.

## Objectives

What will this outreach accomplish? What might the project team get out of outreach? What might interested parties get out of this outreach? Are there goals outside of specific outreach deliverables that you want to aim for (i.e.: improved relationships, broader public involvement, innovative outreach activities, increased community capacity about your project and development matters)?

## Outcomes

If collecting input, what specific decisions will the outreach be asking for input to help influence? What questions will be asked, or what type of input will be sought? Try to be as specific and detailed here as possible. What will be done with the input collected during outreach?

## Non-Negotiables

What aspects of the project may be out of scope or off the table at this time?

# Outreach Approach

## Outreach Strategy

High-level description of what you are planning to do and why this approach has been chosen?

## Affected Parties

This should include a listing of affected parties who will be part of your outreach, but may be expanded to include a table showing participants and associated information (engagement level, relationship to project, issues or opportunities, etc.)

## Risks/Sensitivities/Impacts & Mitigation

Include a table identifying any potential risks, sensitivities, or impacts, along with proposed mitigation.

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| --- | --- |
| Risk / Sensitivity / Impact | Mitigation |
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## Outreach Tactics & Techniques

This should list the specific activities, tactics, or techniques that will be used to conduct the outreach and solicit input. This could also be integrated with the Outreach Timeline below to show **when** you will be doing **what**, with **whom**.

## Outreach Timeline

If you have not already indicated when outreach activities will be happening, please include a timeline (table or Gantt chart).

# Reporting & Evaluation

## Outreach Reports

This should include a list of when What We Heard and What We Did Reports will be made available to participants (after each activity? After each phase?), how they will be distributed (posted online, mailed, sent by email to those who participated?), and who is responsible for each activity.

One of the key points to success is communicating back to participants how their input was incorporated into your decision-making, and in cases where input was not used in influencing decisions or changing project outcomes, the reasoning for why.

## Evaluation

Describe both project and participant evaluation, as well as indicators of successful outreach.

Eg: Evaluation is a critical component to the outreach plan and to effective participation. To support this process, the project team will record, collect and share feedback about the outreach process and its impacts on project or program outcomes. Project team evaluation will be conducted through:

* Project Team debrief (sample)

Participant evaluation allows you to continuously improve your outreach approach as you work on different projects, and helps to report on the effectiveness and appropriateness of the Outreach strategy and activities that have been chosen. Eg. Participant evaluation will be conducted through:

* Participant evaluation questions integrated into all in-person and online outreach activities.(sample)

This outreach will be considered successful if the outreach plan is followed as described above, if the input collected from participants is included in the decision-making process, and if the What We Heard and What We Did reports are produced and distributed as planned to affected parties.

# Outreach Implementation Work Plan

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| --- | --- | --- | --- | --- |
| **Raising Awareness - Communication & Marketing** | | | | |
| **Item** | **Description/Notes** | **Date** | **Responsible (Lead)** | **Supporting** |
| **Technique/Tactic #1** | | | | |
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| *add more rows as required* |  |  |  |  |
| **Technique/Tactic #2** | | | | |
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| *add more rows as required* |  |  |  |  |
| **Technique/Tactic #3** | | | | |
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| **Telling the Story – Outreach Materials** | | | | |
| **Item** | **Description/Notes** | **Date** | **Responsible (Lead)** | **Supporting** |
| **Content Development** | | | | |
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| **Technique/Tactic #1** | | | | |
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| **Technique/Tactic #2** | | | | |
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| **Online Outreach** | | | | |
| **Item** | **Description/Notes** | **Date** | **Responsible (Lead)** | **Supporting** |
| **Technique/Tactic #1** | | | | |
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| **Technique/Tactic #2** | | | | |
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| **In-person Outreach - Event/Activity Logistics & Facilitation** | | | | |
| **Item** | **Description/Notes** | **Date** | **Responsible (Lead)** | **Supporting** |
| **Event #1** | | | | |
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| **Event #2** | | | | |
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| *add more rows as required* |  |  |  |  |
| **Event #3** | | | | |
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| **Closing the Loop - Reporting & Evaluation** | | | | |
| **Item** | **Description/Notes** | **Date** | **Responsible (Lead)** | **Supporting** |
| **Report Backs** | | | | |
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| **Evaluation Tasks** | | | | |
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