

Outreach Planning Timeline Template

Whether your group is hosting an event, gathering people to discuss a hot-button issue, or kicking off a campaign to win real improvements in rural Oregonians' lives, **you need a strong outreach plan to ensure that participants make it into the room!** Follow this timeline to plan an effective and impactful event at a manageable pace:

Name of Event/Campaign: _____

Date: _____

6 weeks before the event/campaign starts:

Gather your organizing team. Names:

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____

What do you hope to get out of your event/campaign?

How do you want it to influence your organizing? Will this be an opportunity for your group to reach new audiences and recruit new volunteers? Who could you partner with to hold the event/kick off the campaign? Do you hope to build leadership within your group? Will you want to schedule a follow-up meeting to invite event participants to continue the conversation?

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Confirm a space to hold the event. Point Person: _____

Brainstorm who you plan to reach out to!

7. **Ideal number of people:** _____

8. **Double that number:** _____

9. Is this a big commitment or a moment of high energy? How can we expect that to shift the numbers we need to directly invite? **Final number goal for direct invites:** _____

10. Brainstorm specific people and groups:

- *Potential co-sponsors*
- *People to help spread the word*
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- *Faith leaders*
- *Educators*
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5 weeks before the event/campaign starts:

Start outreach to key people and groups: (See list above. Decide who is reaching out to who)

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Think about logistics. Point Person: _____

- What equipment (microphone for larger rooms, projector, projector screen, etc.) is available at the location?
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- What do you need to bring?
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- What kind of food or refreshments will you provide to create a warm, inviting, conversational atmosphere?
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Is your brochure, poster, or other materials to share about your group ready to go? If not, what needs to happen to get it ready in time for the event?

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Create drafts of “save the date” invitations for email and mail, press releases, newspaper ads, flyers, social media, and/or any other materials you might need. List out each item, WHO is responsible for it, and WHEN they will complete it.

- Example: Email invite, Sally, by Wednesday 11/7
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4 weeks before the event/campaign starts:

Finalize and send out “save the date” invitations on paper and over email. Who is sending to who by when?

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Start getting the word out to the public with flyers and posters: churches, civic groups, & schools would be good places to try. Who is sending to where by when? Can you make ¼ sheet announcements and have a trusted contact distribute them at meetings and events?

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Create your media timeline. Make sure to do this early – many newspapers and newsletters require 4 weeks' notice!

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Finalize any logistics you need to pull off the event. *List them out here:*

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2 weeks before the event/campaign starts:

Call – by phone! – all of the people you would like to see at the event.

Remember that personal invitations are the best way to get people to attend. The best time for calling is in the evening between 6 pm and 8 pm, or on weekend mornings. A calling party is a fun way to make phone calls and be sure to divide up your list so that people get a call from a person that is close to them, if possible. **Who is calling who by when?**

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Make sure the email announcements are going out from your allies, and that local newspapers and community news sources are carrying your event notice! Don't see it yet? Give them a friendly phone call to remind them! Who is following up with who by when?

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1 week before the event/campaign starts:

Prepare logistics, including:

- food and beverages for events
- a sign-in sheet to collect contact information of participants (you can print out a template from rop.org/resources/sign-in-sheet/)
- any other materials that may be important to the event, like information about your group and how to be in touch
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Send reminder emails and follow-up phone calls to people as needed. Who is reaching out to who by when?

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Make media calls and do other media work as needed. Who is reaching out to who by when?

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Confirm roles for the event.

- _____ will introduce the event
- _____ is setting up refreshments
- _____ is taking photos
- _____ is welcoming folks as they come in the door and asking them to sign in on the sign-in sheet
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Host the Event!

After the event:

Be sure to **follow up promptly with participants**, giving both people who attended and your group members who couldn't make it the highlights of the event. Be sure to include the next moves for your group and give people a way to get more involved in creating just and inclusive communities. Who is following up directly with who by when?

- _____ is writing a general follow-up email
- _____ is sending a follow-up press release (including a photo!) to the local paper sharing your successful event!
- _____ is sending stories and photos to ROP so we can share your success over ROPnet.
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Are there next moves you'd like to invite potential members to?

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