



How to...

Create a Market Outreach Plan

Where to start:

1. Review the Outreach How To's given to you during training. They can also be found on the server in the folder: Market Managers\Outreach.
2. Look over your market's Market Contacts spreadsheet on the Grouch. From this spreadsheet review the outreach that previous managers have done for your market.

What to do:

1. Make a personal outreach plan using the **OutreachPlan Template** spreadsheet as your guide (Template can be found on the server in the folder: Market Managers\Outreach). Fill out a separate spreadsheet for each market, and save each one to your Staff Folder.
2. Decide **which type of organization** you'll tackle first (e.g., schools) and do only that until completion. This will assure you stay focused.
3. Always make a plan to **follow-up** with the people you've contacted. When will you follow up? How (phone call, email, etc.)? If you left a voicemail with someone, it's imperative to call again within a few days. If you successfully contacted someone who offered to help (e.g., a school's parent coordinator), follow up with a thank-you email.
4. Be realistic in your outreach plan; you won't be able to extensively flyer the neighborhood, contact all schools, and visit a senior center in one week. Instead, decide which type of outreach takes priority for the week and focus on that.
5. **Take notes** as you contact organizations. Otherwise, you won't remember who you spoke to or where you left voicemails.
6. Record any new contacts made in your **Market Contacts** spreadsheet on the Grouch.