



Steps to Developing Your Outreach Plan

Develop a long-term outreach plan before you begin to conduct outreach activities. Here are some suggested steps.

1. Identify and Prioritize Needs and Assess Resources Available

What do you need? ...to increase caseload? ...to increase WIC referrals? to maintain caseload? What are the particular underserved areas or unmet needs in your community (for example: pregnant teens, specific ethnic groups, geographical areas)? What staff and program resources do you have to implement outreach activities?

2. Identify Your Target Audience(s)

Whom do you want to reach? ...potentially eligible people? ...the general public? ...the African American community? ...health or social service providers who refer clients to WIC?

3. Define Goals and Objectives

What is it you would like your audience to do once they have heard your message? Who will do what, how, where, and by when?

4. Identify Outreach Strategies

What outreach methods and tools will you use? Will outreach be **one-time, short-term, or ongoing** or a combination? At a minimum, your outreach plan should include ongoing outreach activities. (See *Getting Your Message Out: Types of Outreach* for more information.)

5. Implement Plan

Put your plan into action. Monitor to make sure that implementation is going as planned. Make adjustments if needed.

6. Evaluate Plan

Before you implement your plan, identify how you will evaluate it. How will you know if your plan is working? What baseline information will you obtain before you implement the plan? What outcomes will you be measuring? What feedback will you gather from participants, potential participants, providers, etc.? What can you learn that may help you be more successful in the future?

Template for Outreach Plan (Part 1)

1. Needs and Resources Available	
2. Target Audience(s)	
3. Goals & Objectives	
4. Outreach Strategies	
5. Staff	
6. Evaluation	

Template for Outreach Plan (Part 2)

Goal:				
Who	What & How	Where	By When	Evaluation