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.