

Organizing Outreach Information

Basic Information To Gather

For each community leader you meet, get down the basic facts:

Name:

Address:

E-mail:

Phone:

Make sure to mark down the best way to contact the individual. If they're accessing e-mail daily, this may be the best way to contact them to set up appointments, or get the word out about a program.

Resource Concerns

Summarize (one sentence) their most important resource concern. That way, if a program comes up that will help address the resource concern, or if you partner with the district to start an outreach campaign, you have a list of people who are interested and willing to invest time addressing that resource concern.

Network

List the organizations, groups or individuals you can access through this person. For example, the manager of the grain elevator is a leading member of the Farm Bureau and has kids in 4-H.

How do they get their information?

List the 3 top ways to get information to this person so they can redistribute it. The Farm Bureau may have an electronic newsletter and their members also get information off the grain elevator's bulletin board. They also listen to KGRN.

Important Contacts

Make sure to highlight in the important contacts in your filing system. These are the individuals you need to network with at least on a monthly basis, if not more. They have a pulse on the community or a specific industry group, and can give you advance warning if issues arise. They are also individuals you may want to use as a sounding board for new ideas.