

COMMUNITY OUTREACH PLAN

TYPE OF OUTREACH:

- 1) Door to door (in person 1:1)
 - a. Goal: identify supporters, recruit participants on all levels, identify potential students to new school.
 - b. Plan: Volunteers going door to door should go in pairs, to assigned streets and log information gathered on a form that we create and can easily transfer information to a database or the appropriate communication list.
 - c. Needs: map with targeted areas, volunteers, script, handouts, log sheets, perhaps collection of signatures by supporters?
- 2) Informal Conversation: in person 1:1
 - a. Goal: Identify supporters, spread the word
 - b. Plan: when committee members are out in the neighborhood and encounter families or people that they feel comfortable talking to, we should bring up the topic and offer a card with contact information if the person is interested. Phone calls & emails to individuals we know personally and have identified as potential volunteers or helpers.
 - c. Needs: perhaps a business card with contact information to hand out?
- 3) Community organizations outreach
 - a. Goal: outreach to a wide group of people we may otherwise not be in contact with
 - b. Plan: volunteers to contact the organizations on the list, act as a contact for assigned organizations and provide appropriate information and materials.
 - c. Needs: a list of organizations (including but not limited to social groups, religious groups, preschools, businesses that residents from the identified neighborhoods are a part of or may attend), flyers to post or hand out to the organizations on this list, a blurb to be printed in an organizational newsletter
- 4) Community presentations/booths
 - a. Goal: give pre planned information to groups of people or in public gathering places
 - b. Plan: volunteers will be available to go to community group meetings or organizations and give short presentations.
 - c. Needs: powerpoint presentation or script of talking points, cardboard display
- 5) Internet correspondence/advertising
 - a. Goal: identify supporters, recruit participants on all levels, identify potential students to the new school through the internet.
 - b. Plan: Assigned member(s) to manage email groups and make regular communications, create and manage list of supporters

c. Needs: Regular Facebook, Nextdoor and email group communications

6) Community meetings

a. Goal: inform the public, get “big numbers” of participants, perhaps media attention

b. Plan: Will need to have meet to work on detailed plan for these community meetings.

c. Needs: At least 3 community meetings this year.

7) Potential student family involvement

a. Goal: Identify potential kids to attend new school and engage the families in a casual, comfortable way.

b. Plan: 1:1 phone or email outreach to identified families, play groups

c. Needs: List of families with kids 2 & under.