

Community Outreach Planning Worksheet – Template

Step	Prompt(s)	Your Response
1. Identify Your Audience	<p>Who are you trying to reach?</p> <p><i>Examples: families of infants and toddlers, pediatricians, childcare providers, early intervention staff, family resource centers, local policymakers, or community health workers.</i></p>	<div style="border: 1px solid #ccc; height: 150px;"></div>
2. Develop Your Key Message	<p>What is the main thing that your audience needs to know?</p> <p><i>Examples:</i></p> <ul style="list-style-type: none">■ “Early referrals lead to better outcomes for children.”■ “Families can request an evaluation directly through early intervention.”■ “Collaboration between healthcare and EI providers strengthens family support.”	<div style="border: 1px solid #ccc; height: 200px;"></div>
3. Determine Your Method	<p>How will you reach your audience?</p> <p><i>Examples: hosting a community event, speaking at a local meeting, creating social media posts, distributing flyers, writing an article for a community newsletter, or presenting at a child care provider training</i></p>	<div style="border: 1px solid #ccc; height: 150px;"></div>

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4. Develop or Gather Needed Materials

What handouts, visuals, or talking points do you need?

Where can you access them?

Examples: fact sheets, family-friendly brochures, PowerPoint slides, posters, sample referral forms, or a short video featuring family success stories.

5. Follow Up

How will you stay connected or measure impact?

Examples: sending thank-you emails, sharing feedback surveys, tracking new referrals or inquiries, scheduling follow-up meetings, or creating a contact list for future collaboration.