OUTREACH

Outreach plays a crucial role in planning out events for our team and searching for opportunities in our society for our team to get involved in. Our goal is to have an established community presence, and this Outreach plan will help promote and sustain this growth in the upcoming years, while serving as a guide for future endeavors. Check out the Hall of Fame (HOF) for some inspiration as well as the Team Management webpage.

OUTREACH PLAN REQUIREMENTS

- ❑ Go through this workbook and its questions with your team.
- ❑ This worksheet includes the **following sections**:

1. Outreach focuses
2. Identifying opportunities
3. Reaching out to organisers
4. Encouraging team involvement
5. Advertising
6. Growth and sustainability

01 OUTREACH FOCUSES

DISCUSSION

Think back to what inspired you to create the team originally or what made you want to join *FIRST*®.

1. What do you believe are some values of *FIRST* that should be accentuated through outreach?

1. How can your team promote and support *FIRST*?

02 IDENTIFYING OPPORTUNITIES

DISCUSSION

Think about how and where teams can use their resources to help the community.

1. How are (new) ideas measured and collected from all areas and aspects of the team?

1. What sources can you use to locate local outreach events?

1. Identify the characteristics that make an outreach event/opportunity accessible for your team. (Is it near your neighborhood? Is it near public transportation? At a local school? etc.)

03 REACHING OUT TO ORGANIZERS

DISCUSSION

Think about who in your community you can reach out to with ideas generated on the previous page.

1. How do you go about finding and validating the credibility of organizers?

1. What are some platforms you could use in reaching out to supporters and organizers?

1. How do you format your emails to supporters and organizers for professionalism?

04 ENCOURAGING TEAM INVOLVEMENT

DISCUSSION

Think about how you can foster interest to participate in your members.

1. What are some ways you could advertise outreach events/volunteering to the team?

2. How can members spread the word about your team's events/outreach?

3. How would you encourage team involvement in outreach events?

05 ADVERTISING

DISCUSSION

Think of all of the demos and events that your team has done, also think about your team's social media.

1. What are some ways that you can get the word out to those in your immediate and local community?

1. How can you use the internet and social media to your advantage in effective advertising?

1. While you reach out to others in your community, what are some ways that others can reach out to you to learn more?

06 GROWTH AND SUSTAINABILITY

DISCUSSION

Think of how your team can continue these events in the future.

1. How do you plan to learn from other teams to, for example, guide your own team in growth and sustainability?

_____

_____

_____

1. How can you collect feedback from event participants on how well you did? How can you effectively use this to improve the team in the future?

_____

_____

_____

1. How do you plan to gain advice from others who implement successful methods of maintaining growth and sustainability? How can you effectively use this advice to improve your team?

_____

_____

_____