



Outreach & Engagement Planning Chart

Populations that have a stake in your work	OBJECTIVE inform, consult, involve, collaborate, empower	Groups/Places that represent these populations	OUTREACH How to reach out with one way communication: mail, email, flier, postcard, social media	ENGAGE How to engage: Visit, presentation, call, go to! Use tools such as forum, focus groups, storytelling, interviews, World Café, story maps, art, post it note flash mob or other
General Public				
Project Partners				
Stakeholders				
Neighbors				
Community Leaders				
Seniors				
Businesses				
Youth (under 18)				
College students				
Young Adults (18-30 yrs.)				
Disabled				
Veterans				
Minority populations				
Immigrants				

