



This template has been developed to assist City of Richmond’s Departments in their outreach to Limited English Proficiency or diverse communities.

For any questions and/or assistance, please contact OMA at 646-0145.

Please complete the following sections:

I. Write a situation statement

(A statement or definition of the issue or project the Office or Department is seeking to build community awareness/engagement and support for.)

II. Define your goals

(Specifically define what your program or Department is looking to achieve by engaging the community.)

III. Identify Target Audience(s) and stakeholders

A: Decision-makers and influencers:

B: Information Consumers:



IV. Craft a Clear Message

(Clearly state your position(s) in a way that will engage and motivate your audience.)

V. Identify Incentives for Engaging Targeted People and Organizations

(By identifying incentives we are answering a stakeholder question, WHY should I get involved with this issue/program?)

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____

Stakeholder: _____

Incentive: _____



VI. Identify Outreach Methods

(The method the program or Department will use to achieve its goals.)

VII. Identify Your Spokesperson(s) and other responsible parties and functions

(A person or people capable of speaking to the issue and capable of engaging multiple audiences.)

Name	Title	Affiliation	Responsibility	Contact

VIII. Identify the Tools or Measures to Assess Progress

(For example, six productive neighborhood meetings over a 12-month period; media coverage from two key media outlets, increase communication and response to 911 calls.)



IX. Develop a Timeline Progress
(Your timeline is your schedule for implementation and evaluation of your outreach program.)

January	July
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
February	August
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
March	September
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
April	October
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
May	November
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
June	December
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>



X. Identify media Outlets

(Your timeline is your schedule for implementation and evaluation of your outreach program.)

XI. Implement your Plan!

Notes:



EXAMPLE

SITUATION: Unemployment among people with disabilities is alarmingly high and impacts the quality of life of people throughout the community.

GOAL: TO create opportunities for people with disabilities for employment; and to initiate constructive dialogue about the talents people with disabilities bring to the job market, and how the community can do a better job identifying people with disabilities for available positions.

TARGET AUDIENCE: Employers, employment agencies, local labor organizations, public.

MESSAGE: According to the Dept. of Labor, 21.9% of people without disabilities are unemployed. 69.3% of people with disabilities are unemployed. COR and the communities will benefit from a collaborative effort to make job opportunities more readily available to people with disabilities.

INCENTIVES FOR ENGAGEMENT: Connect people with disabilities to jobs; bring public awareness to the severity of this issue.

METHODS AND TOOLS: Media kit, editorial board, testimony at hearing, press conference, coalition meetings.

SPOKESPERSON: ABC Director, Director of employment office

EVALUTATION MEASURE: Feature story, social media coverage and analytics, community meetings.

TIMING: February coalition announcement. March community meeting. April media kits. May coalition meeting. June edition meetings. July coalition strategic report distributed, press conference, etc.

IMPLEMENTATION: Launch February 2017.