

# Sample Outreach Timeline

**Target your outreach activities**

Your targeting chart can be used to identify the most effective outreach tactics at any time during your work. A good suggestion, however, is to revisit your chart every 1-2 months so you are always staying abreast of the best possible ways to spend your time.

**Plan your activities**

Once you have identified which activities you will be spending your time on in the next month or two, you should spend the time leading up to the activities planning. You’ll need to consider what materials you will need to bring (sign-up sheets, clip boards, pens for collecting data; pamphlets, business cards, flyers to give to the consumer; stickers, signs, buttons to practice radical hospitality). You will also need to think about what staff you will need to have present, whether you need to recruit volunteers or other assisters to join you.

**Execute your outreach activities**

When the time comes to conduct the outreach you have spent so much time planning, be sure to employ everything you’ve learned about how to ask people to take action toward enrollment: practice radical hospitality, engage them in an effective conversation, and collect their data for future follow-up! It’s also a good idea to debrief your experience after you have completed your activity: discuss what worked well, and what you could change next time to make it even better.

**Enter your data in your database**

It’s important to put all the data you collect into your organization’s consumer database as soon as possible once the activity is finished. This will reduce the risk of someone misplacing your sign-up sheets, and ensures your database is always as up-to-date as it can be. It’s especially important to do timely data entry if more than one person uses your database, as current information is vital to maintaining positive relationships with our consumers.

**Conduct follow-up calls**

Follow-up calls will ideally occur within 1-3 days of your initially meeting a consumer, but should take place no later than one week after. Many organizations have one or two days that are designated “follow-up days” each week, where they call through anyone they haven’t recently spoken to, to ensure they never get too far behind on trying to reach people again.