

Name _____

STEWARDSHIP OUTREACH PLANNING WORKSHEET

This worksheet is intended to help you develop goals and visions for outreach on your municipal property. Outreach can be broadly defined as two-way communication between the municipality and the public to establish and foster mutual understanding, promote public involvement, and influence behaviors, attitudes and action with the goal of improving the foundations for stewardship. Creating a public outreach plan is part of developing a larger Forest Stewardship Plan. The outreach plan will provide tools to reach stewardship goals.

The *Forest Stewardship Outreach Plan for Massachusetts Municipalities* was developed to build upon the unique position of municipalities to be community leaders for forest management, foster use of locally produced wood products, and demonstrate forest stewardship to the public-at-large. The successful implementation of your strategy will help achieve the desired outcome of a well-informed public that acts as a steward of forest ecosystems.

Creating a Public Outreach Plan

An effective outreach plan should follow these five steps:

1. Set outreach goals
2. Determine your target audiences
3. Develop activities to reach your target audiences
4. Implement your plan
5. Evaluate the outcome

Set Your Outreach Goals

Identify possible benefits that your Forest Stewardship Plan (FSP) may have to the public-at-large and develop specific goals for communicating the values of the plan.

EXAMPLE GOALS:

- Increase public awareness of your FSP and of Forest Stewardship, in general
- Improve public attitudes about your FSP and of Forest Stewardship, in general
- Increase local participation in Forest Stewardship
- Improve relationships between town officials and local residents

Determine Your Target Audiences

Identify the people you will need to reach to achieve your outreach goals, and develop a key message for that audience.

EXAMPLE TARGET AUDIENCES:

- Forest landowners, foresters, residents, recreational enthusiasts
- Schools, civic and other non-governmental organizations
- Partners and stakeholders, funding sources, local and state officials
- People to spread your message

Develop Activities to Reach Your Target Audiences

What is the best way to reach your audience with your message (and lead them to help you reach your outreach goals and/or take action)?

EXAMPLE ACTIVITIES:

- Install a “Self-Guided” Stewardship Trail at the site of your FSP
- Integrate local school curricula with forest-based activities/field trips/lesson plans
- Create a home fuel-wood program for residents
- Utilize timber from the site of your FSP for community-based building projects

Implement Your Plan

Develop a schedule for your advertising and activities, and execute it!

Evaluate the Outcome

Evaluate the outcome of each outreach activity to measure the success of your plan and identify areas for improvement. This is a learning experience—determine what works and what does not.

Other Items to Consider:

There are several things to be thinking about early-on in the process of developing your outreach plan. By conducting research and talking with other people experienced in this process, you will be in better position to develop an effective outreach strategy. For example, a little research can help you identify:

- Barriers, and possible solutions to those barriers
- A “take-home” message, and ways to deliver that message
- Measurable ways to evaluate the effectiveness of certain plan components

An example worksheet and template for an outreach plan are included on the following pages.

The worksheet and template are for guidance purposes only.

A written outreach plan based on your community is the purpose of this additional element of your Forest Stewardship Plan.

Owner(s) (print) _____

Name _____

STEWARDSHIP OUTREACH WORKSHEET

Sample Summary Sheet					
<u>Title: Forest Stewardship Outreach Plan for (name of municipality)</u>					
GOAL	TARGET AUDIENCE	MESSAGE	ACTIVITIES	ADVERTISING	EVALUATION
Increase awareness of the benefits of forest management	Landowners, natural resource professionals, land trusts, conservation commissions	Forest management is a tool to achieve multiple public benefits	Educational “woods walk”	Newspaper press release, town website, email	Post-workshop survey

Outreach Plan Template

Title: Forest Stewardship Outreach Plan for (name of municipality)

Goals: Clearly state the outreach goals in one or two sentences.

Target Audience: List individuals or groups that will most likely be the focus of the outreach effort.

Message: Keep message focused, concise, and consistent

Activities: List the activities you plan to conduct to help achieve the stated goals.

Advertising: List parties responsible for delivering the message, and the tools* that will be used to advertise activities.

Implementation: Identify who will be responsible for implementing the activities and advertising. Include a detailed schedule (with deadlines) for completing each activity.

**Outreach Tools:*

<u>Print:</u>	<u>Electronic:</u>	<u>Visuals:</u>	<u>Personal Contact:</u>	<u>Other:</u>
Brochures	PSAs	Slides	Workshops	Partnerships
Fact sheets	Videos	Photos	Presentations	Cooperative Agreements
News Releases	E-mails	Displays	Lectures	Council Members
Feature Articles	Documentaries	Exhibits	Demonstrations	
Inserts	Radio Interviews	Posters	Meetings	
Flyers	Television	Signs	Interviews	
Newsletters	CATV	Flash Cards	Surveys	
Ed. Curricula	Internet	Stickers	Press Events	
Letters to Editor	Web-sites	Bulletin Boards	Conferences	
Direct Mailing	Bulletin Boards	Magnets/Pens	Face-to-face encounters	

Owner(s) (print) _____