

**Appendix H**  
**Public Involvement and Outreach Plan**  
**Sample Outline**

1. Background
2. Project Objective and Goals
  - a. Measuring
  - b. Monitoring
  - c. Timeline
3. Project Team & Roles
4. Situational Analysis
  - a. Target Audience
  - b. SWOT Analysis
    - i. Strengths
    - ii. Weaknesses
    - iii. Opportunities
    - iv. Threats
5. Strategies
  - a. Who, What, When, Where, Why, How? Review
  - b. Logic Model
6. Positioning Statement
7. Marketing Plan
  - a. Primary Goal
  - b. Tactics (for example):
    - i. Web Development
    - ii. Marketing Channels and Materials
    - iii. Social Media
    - iv. Media Relations
    - v. Community Based Social Marketing
    - vi. Experiential Education
    - vii. Partnership Development
  - c. Promotional Strategy
8. Implementation Activities
9. Budget & Other Resources
10. Task Assignments
  - a. Activity
  - b. Due Date
  - c. Person Responsible

- d. Status
  - e. Date Completed
11. Evaluation of Results