**External Outreach Opportunities – Assets to Reach Your Targets**

* Where does your target audience live (specific as possible)?
* What schools do their children attend?
* Where do they shop for food?
* What clubs or groups do they join?
* Where do they worship?
* Which radio stations are they most likely listening to?
* What publications and websites are they using?

**Internal Assets –** *what you have to work with, and who can do it*



**Messages for Your Target Audience**

* What does your audience need to hear, the least amount of information they need to take the next step? *Not everything you want to say.*
* What materials do you need, blog, flyer, etc.?

**Delivering Your Message**

* What is your plan for delivering your message to your target audience?
  + Internal assets, who do you need to talk with, when will you do it?
  + External assets – indirect communications, people and groups you need to talk with; when will you do it?
* Direct outreach in a COVID environment, how can you get your message to people?
  + Small groups
  + Targeted businesses, schools and groups
  + Others