1. IDENTIFY OUTREACH CHANNELS

Please complete the following tables to reflect all outreach channels that are existing or that you would like to develop for your neighborhood.

1. Websites

Include all websites that are to be used to promote Sustainable Green Mountain events or projects. This may include neighborhood association websites or websites created specifically for a project or initiative.

|  |  |  |  | Please select one |
| --- | --- | --- | --- | --- |
| Channel | Channel Organizer | Organizer Contact Information | Web Address | Existing | Existing, but needs improvement | Does not exist, but we’d like to develop |
|  |  |  |  |   |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. Email Tools

These include all email lists and electronic newsletters from platforms such as MailChimp.

|  |  |  |  | Please select one |
| --- | --- | --- | --- | --- |
| Channel | Channel Organizer | Organizer Contact Information | Address or Service Used | Existing | Existing, but needs improvement | Does not exist, but we’d like to develop |
|  |  |  |  |   |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. Social Media

Include all interactive webpages and phone applications. Examples include but are not limited to Facebook, NextDoor, Instagram and Twitter.

|  |  |  |  | Please select one |
| --- | --- | --- | --- | --- |
| Channel | Channel Organizer | Organizer Contact Information | Page URL or Identifier | Existing | Existing, but needs improvement | Does not exist, but we’d like to develop |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. Publications and Mailings

Please include all City and Neighborhood funded newsletters, postcards, annual mailings and any other physical document that gets sent via postage.

|  |  |  |  | Please select one |
| --- | --- | --- | --- | --- |
| Channel | Channel Organizer | Organizer Contact Information | Will this be provided in multiple languages or formats? | Existing | Existing, but needs improvement | Does not exist, but we’d like to develop |
|  |  |  |  |   |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. Direct Outreach

If you are personally contacting neighbors regarding projects and initiatives, please include this communication channel here. This would include phone trees, door-to-door promotion, or neighborhood signage.

|  |  |  |  | Please select one |
| --- | --- | --- | --- | --- |
| Channel | Channel Organizer | Organizer Contact Information | Web Address | Existing | Existing, but needs improvement | Does not exist, but we’d like to develop |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. CHANNEL PRIORITIZATION

Please list all channels that either need improvement or do not exist and rank them in order of priority with 1 being the highest priority to develop or improve.

| Outreach Channel | Priority Rank | Comments |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |