

Community Outreach Timeline Exercise

[Part 1: Review the suggested outreach timeline \(5min\)](#)

[Part 2: Set your attendance goal \(3min\)](#)

[Part 3: Identify potential dates for your event \(2min\)](#)

[Part 3: Delegate your Community Outreach Actions \(10min\)](#)

Part 1: Review the suggested outreach timeline (5min)

3-4 Weeks Before

Step 1: Set the date and time

Step 2: Let your ACF Organiser know the details (they can help send an email invitation out)

Step 3: Set your attendance goal

Step 4: Secure your event venue

Step 5: Create event RSVP page on the ACF homepage

- [Use the link here](#)

Step 6: Start inviting people

- **Use 3 Forms of Contact**
 - These outreach methods are ranked from most effective to least effective
 - Personal Invitation (**most effective**)
 - Phone Call
 - Email (personal is better)
 - Facebook
 - Flyer (**least effective**)(but more effective when paired with a personal conversation!)

2-3 Weeks Before

Step 1: Host a market stall to promote your event and grow your list of invites

- [Use the petition sheet here](#)

Step 2: Keep inviting people

- A good rule of thumb is that people need to hear about something and be asked 3 times before they commit to it)

7-10 Days Before

Step 1: Confirm your guest list

- Call through your event RSVPs to confirm attendance
- Call through people who haven't responded yet as well
- Send reminder email

Step 2: Confirm video and/or speaker logistics.

- Confirm volunteer / helper roles at the event.

Step 3: Coordinate with your ACF Organiser

Step 4: Gather materials, review agenda

Day of Event

Step 1: Setup

- An hour before, set up materials
- Put signs outside the venue to make it easy to find

Step 2: Welcome guests (30min)

- Ask all guests to sign-in
 - [Use the event sign-in sheets here](#)
- Help introduce people and make them feel welcome

Step 3: Welcome and intros (15-20min)

- Welcome attendees (5min)

ACF Community

Independently organised ACF group

- Share the ACF Vision
- Share your Story
- Agenda overview **(2min)**
- Introductions **(10min)**
 - If there are less than 10 people, go around in a circle. If more than 10, ask people to introduce themselves to someone nearby.
 - Ask guests to share:
 - Their name
 - Where they live
 - Why they care

Step 4: Core Activity **(40min)**

- Be creative. You could show a film and/or have speakers share why they care

Step 5: Call to Action **(20min)**

- **Transition to action:** *“So how can we use the power that we have in this room to make real change?”*
- **Action steps:** *“There are two things you can do right now.”*
 - **Join the ACF Community** (if you haven't yet, please sign up on the sheet so we can let you know about future events and opportunities)
 - **Join our next ACF Community group meeting** (We'll be meeting on DAY at TIME at LOCATION to develop our plan to build our power locally so we can move our MP to support Australia's transition to 100% renewable energy and to Stop the Adani coal mine)

Step 6: Wrap up, thank you and clean up **(10min)**

Part 2: Set your attendance goal **(3min)**

- 10-20 is a good goal for new groups
- The “Rule of Halves” is a tried and true way to ensure you meet your goal
 - If you invite 100 people
 - 50 will actually say yes
 - 25 will actually come
 - 12 will stay till the end

- 6 will come to your group meeting

Part 3: Identify potential dates for your event (2min)

Part 4: Delegate your community outreach actions (10min)

Use the sheet below as an example. Add to the list of actions and delegate who is responsible for each and by when.

Action	Who	Details	Notes
Research venue options			
Book a room			
Create a Nationbuilder event page			
Draft an email invite			
Set up phone banking time to call ACF supporters			
Farmers market stall / conversations			