

**CSF PROJECT OUTREACH PLAN**

**PROJECT NAME:**

**Primary Contact:**

**Email:**

**Secondary Contact:**

**Email:**

Outreach with CSF projects is usually an ongoing collaborative process between projects and the CSF. We are here to provide resources and assistance in your outreach efforts. Please fill out the fields below and send this form to the CSF Outreach Coordinator for review. If you would like assistance in creating an outreach plan please schedule a meeting with the outreach coordinator (uwcsf@uw.edu), or if the coordinator deems this form to be incomplete he/she may ask to meet.

**REQUIREMENTS**

**1. Designated Target and Secondary Audiences.** State the target audiences that your project will come into contact the most. State the secondary targets that are not directly contacted by your project, but that you would like to reach out to.

Ex. If your project is on/in a campus building your target audience will be the students, staff and faculty that come into contact with that building. How will they notice or interact with your project?

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| --- | --- |
| Target Audiences | Tactics for reaching out to them? |
|  |  |
| Secondary Audiences  | Tactics for reaching out to them? |
|  |  |

**2. Branding**

**2a. CSF Logo Repository: `**The CSF logo and name **must** appear on all marketing and outreach materials including websites, posters, physical structure of the project, all promotional materials and in speeches or interviews. Fill out the table below with different methods you plan to use, and how they will incorporate the CSF logo. **Please provide a link to social media outlets if they are mentioned.**

Outreach strategies you might consider: Posters, Signage, Website, Blog, Interviews/Media, Class visits, Community meetings, Educational workshops, Ribbon cuttings, Tours, etc.

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| --- | --- |
| **Outreach Method** | **Location & Use of CSF Logo** |
| Ex: [www.facebook.com/newCSFproject](http://www.facebook.com/newCSFproject)  | Ex: Will use CSF logo in custom made ‘Cover’ page  |
| **Poster (strongly recommend):** This poster will be used for your general outreach needs, and will be featured at the CSF Poster session that happens in the Fall (late October).  |  |
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 **2b. Project Logo** (strongly recommended). Creating a logo and branding guidelines for your specific project is important in establishing visual recognition for your project. Please upload/attach your project logo or image to this report, or outline your plan for creating a logo.

**3. Outreach Liaison:** Please provide the contact information for your chief outreach liaison to the CSF and briefly outline their responsibilities.

**4. Outreach Metrics:** Please elaborate under the sections where you have made outreach progress. They may not be appropriate right now as you are just starting your project, but tracking these metrics regularly can provide a baseline for your future outreach efforts. We will also ask you to provide updated metrics in your quarterly reports which are turned in to the CSF Coordinator.

**a. Media mentions:** *Please list and provide the links to articles where your project has been featured or mentioned.*

**b. Classes, RSOs, and other community groups visited**:

**c. Events organized and/or attended:**

**d. “Lessons from Project Leaders”:** *We highly encourage project managers to submit a short testimonial about their experiences as project lead. Your successes, challenges, words of advice. Your testimonial will be added to* *“Lessons from Project Leaders”* *page on the CSF website, and become a resource for future project managers as they start their projects****. Please email your testimonial to*** ***uwcsf@uw.edu******.***

**e. Thank You’s Sent:** *We highly encourage projects to recognize their community partners and stakeholders in the form of a simple email or “Thank You” notes. These don’t take a lot of time, but the gesture helps to solidify stakeholder relations.*

**f. Other metrics:** *Your project may have unique metrics that has not been mentioned above. Please provide other outreach milestones and information that contribute to your outreach plan.*

 **5. Timeline.** Describe the major steps in your outreach plan chronologically using a time scale that best suits your project timeline and scope. See examples of some major campus events below that might help frame your timeline.

**6. Do you have any other outreach strategies for your project that are not listed above?**

**Suggested Outreach Methods and Tactics**

**Daily Article:** Contact a representative from the UW Daily (<http://dailyuw.com/contact>) for each milestone of your project or at least one time during your project process. This can be at the first day of construction, once your project has started, at the completion of a project, or surrounding a major event.

**Website or Blog Post:** Create a website or blog to document your project’s progress. We will promote your web presence with our own. Check out some examples here:

* <http://yeslerswamp.weebly.com>
* <http://students.washington.edu/biofuel/>

**Connect with Professors, Departmental Advisors, and Courses:** Find key faculty or courses that relate to your project and find ways to incorporate your project into their curriculum. Presentations to classes are great ways to advertise your project and give students insight into what sustainability concepts translate to in real life.

**Attend campus events:** As a representative of the CSF and your project, all CSF projects are invited to table and attend environmentally focused campus events. Contact the outreach coordinator (uwcsf@uw.edu) to sign up for these, or visit their websites below..

* Dawg Daze (late September, early October)
* Sustainability Festival (late October)
* Earth Day (late April)
* Engineering Discovery Days (May)
* Undergraduate Research Symposium (June)

**Events:** host or organize outreach or promotional events.