

# Outreach and Selection Plan

The purpose of this plan is to determine the key steps that the organization will take in order to reach and identify the target group(s) for their activities.

Section 1 of this plan outlines key points and questions that the organization will take into consideration in planning and carrying out this plan. Section 2 outlines the specific plan and steps that the organization will follow.

## Section 1 – Background and Key Considerations

### Context and background

- Include background on the project and the main activities in which you will need to engage beneficiaries
- Briefly describe the target groups that were identified during the Design phase
- Include any selection criteria you've already identified for target groups
- Describe key considerations the team should keep in mind as they develop and carry out the outreach and selection plan; these could include:
  - The plan should ensure that women, youth, people with disabilities, and marginalized groups are included and supported to actively participate
  - The selection process for beneficiaries will be clear, fair, and transparent.
  - The organization will assess the potential harm the selection process could cause by alienating, stigmatizing, or marginalizing individuals or groups, and will take include actions in this plan to mitigate this potential harm.
  - The organization will identify opportunities to strengthen connectors and advance social cohesion or build social capital through its outreach and selection plan]

### Target Audience(s)

Identify your target group(s) and how you plan to engage them; add more boxes as needed.

WHO IS THE TARGET GROUP? (For ex. Youth ages 18 – 29, parents, youth-serving organizations)	WHY ARE YOU ENGAGING THEM? (For ex. Encouraging them to apply to participate in an activity, ensuring they understand the activity and are supportive of their children participating, etc.)	WHAT IS YOUR APPROACH FOR ENGAGING THEM? What are tools, methods, or messages to which this audience would be most receptive? (For ex. word of mouth, social media, radio, in-person meetings, etc.)

## Section 2: Plan

The steps included here are illustrative; the organization will define the specific steps that work for their project/activity.

### Step 1: Outreach & Community Sensitization

<b>DURATION:</b> (expected start and end date)	
<b>RESPONSIBLE TEAM MEMBERS</b> (Names and positions)	
<b>SUPPORT ORGANIZATIONS/INDIVIDUALS:</b> (List any organizations and/or individuals who will be engaged to support this step)	
<b>TARGET GROUP(S):</b> (drawing on the list identified in section 1)	
<b>PLANNED ACTIVITIES</b> (List in detail the main activities and tasks that are planned under this step)	
<b>KEY RESULTS &amp; OUTPUTS:</b> (These include expected results or documents, material, or content produced under this step)	
<b>ESTIMATE OF EXPECTED COSTS</b> (Outline the key cost items and their estimated amount)	

### Step 2: Receiving Applications

<b>DURATION:</b> (expected start and end date)	
<b>RESPONSIBLE TEAM MEMBERS</b> (Names and positions)	
<b>SUPPORT ORGANIZATIONS/INDIVIDUALS:</b> (List any organizations and/or individuals who will be engaged to support this step)	
<b>TARGET GROUP(S):</b> (drawing on the list identified in section 1)	
<b>PLANNED ACTIVITIES</b> (List in detail the main activities and tasks that are planned under this step)	
<b>KEY RESULTS &amp; OUTPUTS:</b> (These include expected results or documents, material, or content produced under this step)	
<b>ESTIMATE OF EXPECTED COSTS</b> (Outline the key cost items and their estimated amount)	

### Step 3: Assessing Applications and Transparently Selecting Participants

<b>DURATION:</b> (expected start and end date)	
<b>RESPONSIBLE TEAM MEMBERS</b> (Names and positions)	
<b>SUPPORT ORGANIZATIONS/INDIVIDUALS:</b> (List any organizations and/or individuals who will be engaged to support this step)	
<b>TARGET GROUP(S):</b> (drawing on the list identified in section 1)	
<b>PLANNED ACTIVITIES</b> (List in detail the main activities and tasks that are planned under this step)	
<b>KEY RESULTS &amp; OUTPUTS:</b> (These include expected results or documents, material, or content produced under this step)	
<b>ESTIMATE OF EXPECTED COSTS</b> (Outline the key cost items and their estimated amount)	

### Step 4: Confirming and Communicating Selection Decisions

<b>DURATION:</b> (expected start and end date)	
<b>RESPONSIBLE TEAM MEMBERS</b> (Names and positions)	
<b>SUPPORT ORGANIZATIONS/INDIVIDUALS:</b> (List any organizations and/or individuals who will be engaged to support this step)	
<b>TARGET GROUP(S):</b> (drawing on the list identified in section 1)	
<b>PLANNED ACTIVITIES</b> (List in detail the main activities and tasks that are planned under this step)	
<b>KEY RESULTS &amp; OUTPUTS:</b> (These include expected results or documents, material, or content produced under this step)	
<b>ESTIMATE OF EXPECTED COSTS</b> (Outline the key cost items and their estimated amount)	

### Evidence of effectiveness and evaluation

Identify how and who you monitor the expected results and outputs for each step of the plan

RESULT/OUTPUT	HOW WILL IT BE MONITORED?	WHO IS RESPONSIBLE FOR MONITORING IT?