



Tool 3.24: Sample Outreach Plan for Surveying

Why is this tool useful?

Once you complete your survey instrument and determine your sample, you should then decide how many surveys you want to collect and where you will do outreach in order to most effectively and efficiently reach your sample and meet your organizing goals. We recommended that you think about this as early as possible in your planning and ideally when you formulate the research plan (See Tool 2.4).

Creating an outreach plan will help to track where surveyors are conducting surveys and how many surveys you are able to collect in each location. This tool can also help track the number of surveys you actually collect from each target site, compared to how many you projected you would collect initially. This will help you to keep organized while also assessing which sites are more effective in reaching your sample. This also can help you to determine if you have enough capacity to meet your goals and to collect the number of surveys that you set out to collect. This is effective when working alone as an organization or in coalitions where each party is responsible for a certain amount of surveys. You can also organize this by individual surveyor if you want to track and compare the progress of your surveying team. You should customize this outreach plan to your project's and organization's needs.

For Organizations Tracking Total Surveys by Survey Site:

Survey Site	Address	Zip code	Target Number of Surveys	Actual Surveys Collected
Public Library	100 Main Street	11111	50	45
City Park	110 Main Street	11111	50	65
Total:			100	110

For Coalitions Tracking Total Surveys by Organization:

Organization	Survey Site	Target Number of Surveys	Actual Surveys Collected
Parks Are For All	Public Library	100	85
10 th Street Tenants	City Park	50	45
Total:		150	130

For Surveyors Tracking Number of Surveys Collected:

Surveyor Name: _____

Date	Survey Site	Target Number of Surveys	Actual Surveys Collected
1/10/2016	Public Library	25	10
1/10/2016	City Park	25	20
Total:		50	30