



Appendix A-10

How To: Outreach Tools

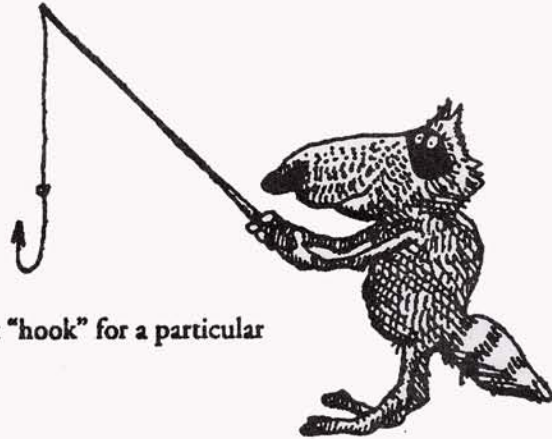
A-10 a. Identify Outreach Tools—Using the Instruments of the Trade
From R-5 One Step at a Time: An Outreach Workbook, Step 5

A-10 b. Outreach Tools—A Suggested List
From R-5 One Step at a Time: An Outreach Workbook, Appendix 4

Step 5: IDENTIFY OUTREACH TOOLS—Using the Instruments of the Trade

You are now ready to devise a way of delivering the message to the target audiences you've selected and prioritized. This step requires you to think in creative ways and consider a large variety of tools. In a very real sense, the messenger is every bit as important as the message, and the success of your effort will often depend on the tool you've selected and its suitability to the audience.

Outreach tools range from traditional brochures to news releases, presentations, exhibits, public meetings, workshops, and computer telecommunication (See Appendix 4 for additional tools). Some tools may be new to you. Don't fret. Through gradual exposure and practice, you will become skilled in using an assortment of tools and approaches. Most importantly, don't shy away from trying something new; a nontraditional tool may provide you with just the right "hook" for a particular audience.



Nuts and Bolts



Determine which tool(s) will be most effective with each of your target audiences. Use all the background information you've gathered on each audience to make these determinations and ask yourself the following questions:

- Does the selected tool(s) suit the intended audience's...
 - ... education level and socioeconomic condition?
 - ... geographic location—(urban, suburban, rural)?
 - ... level of interest in the issue?
 - ... cultural and ethical values?
 - ... attitudes about natural resource issues?
 - ... experience with and/or attitude toward the Service?
 - ... position on the issue/situation: supportive? neutral? opposed? hostile?
 - ... special needs?
- Does the tool suit the issue?
- Is the tool realistic in terms of time-frames; budgets (yours, your partners'); people power (staff, volunteers, partners)?
- Research the tool. Where has it worked effectively? Where has it not worked?
- Is there more than one tool that could (or should) be used?



Tips: 

- Don't limit yourself to traditional outreach approaches; try new techniques if they hold promise
- Consult other stations, offices, agencies, organizations, and corporations to learn from their experiences with various outreach tools.
- Don't go it alone. Pool your skills and resources with volunteers and partners.
- The most effective tool isn't always the most expensive.



Leading by Example



A variety of outreach tools were identified to communicate messages to targeted audiences concerning the Parker River NWR seasonal beach closure. Tools were selected based on what was known about a particular audience and the ways in which they obtain information. Following is a list of tools identified for use with the five key Parker River NWR audiences:

AUDIENCE:	Non-Local Beach Users
OUTREACH TOOLS:	<ol style="list-style-type: none"> 1) information package (aka "disappointment package") to include: a map of Plum Island locating Plum Island public beaches, a handout with directions to public beaches not located on Plum Island, a letter from the Refuge Manager explaining the beach closure and apologizing for inconvenience to visitors, the general Refuge and piping plover brochures, and a Refuge calendar of visitor activities during the closure 2) informational and directional signs 3) volunteer "plover wardens" stationed at the boundaries of the beach closure to explain and answer questions related to the beach closure 4) attendants to staff the Visitor Contact Station and explain the closure, answer questions, and listen to frustrations and complaints of beach users 5) taped telephone messages to communicate public beach openings, details about the closure, and information on other recreational and educational opportunities at the refuge

AUDIENCE:	Chamber of Commerce
OUTREACH TOOLS:	<p>1) briefing for the president of the Newburyport Chamber of Commerce to address concerns and discuss the concept of "ecotourism" concerns and discuss the concept of "ecotourism"</p> <p>2) survey data to demonstrate the economic advantages that might be gained by the seasonal beach closure</p> <p>3) promote the benefits to be gained from having a national wildlife refuge within a community</p> <p>4) partnerships with the Chamber of Commerce on a number of local community events</p>
AUDIENCE:	Local Schools
OUTREACH TOOLS:	Student Conservation Association volunteer to present educational programs in area schools
AUDIENCE:	Congressional Representatives
OUTREACH TOOLS:	<p>1) status reports of plover activities and beach openings</p> <p>2) briefing for congressional representatives on ecotourism</p>
AUDIENCE:	Local Media
OUTREACH TOOLS:	<p>1) weekly updates to the local media on the beach closure and plover</p> <p>2) guided tours of the Refuge for local media</p> <p>3) personal meetings with local media on beach and plover-related issues</p> <p>4) news releases and public service announcements on plover activities, Refuge public use opportunities, and beach closure updates</p>



Digging Deeper...

For additional information and assistance related to this step, consult: Appendices 4, 5, 6, 7, 8, and 9.

Appendix 4: Outreach Tools—A Suggested List

Following are suggested outreach tools provided by Service staff throughout Region 5. These lists of tools are not meant to be all-inclusive but rather, to provide ideas that have proven successful for others. All tools have been placed under one of six headings - print material, electronic media, visual media, personal contacts, special events, and other.

Print Material:

- Brochures
- Fact Sheets
- News Releases
- Feature Articles
- Leaflets
- Flyers
- Newsletters
- Educational Curricula
- Letters to the Editor
- Direct Mailing

Electronic Media:

- Public Service Announcements
- Films
- Videos
- Radio Interviews
- Television Programming
- Television News
- Community Access Cable Television
- Cassettes
- Internet
 - electronic mail
 - news groups
 - World Wide Web

Visual Media:

- Slides
- Photographs
- Displays
- Exhibits
- Wayside Exhibits
- Posters
- Signs
- Flash Cards
- Stickers (including bumper stickers)
- Puppets
- Cartoons
- Bulletin Boards

Personal Contacts:

- Workshops
- Presentations
- Lectures
- Demonstrations
- Speeches
- Meetings
- Interviews
- Surveys
- Briefings
- Press Conferences
- Telephone Inquiries
- Luncheons
- Role Playing
- One-to-one Encounters

Special Events:

Dedications
Groundbreakings
Open Houses
Anniversary Celebrations
Career Days
Fairs and Festivals

Other:

Partnerships
Cooperative Agreements
Friends Groups
Gift Catalogs
Cargo for Conservation Kits
Suitcase for Survival
Volunteers