

Building Capacity Together: Toronto LIPs Workshop Series for Service Providers Working with Vulnerable Newcomers
A collaborative project of all Toronto LIPs (North, South, East, West, and City of Toronto's Newcomer Office), funded by the Ontario Ministry of Citizenship and Immigration.

Outreach Plan

BACKGROUND

What is the current situation? *For example, I received funding to provide settlement support to undocumented people.*

What is your goal?

INFORMATION ABOUT THE COMMUNITY

Who are you trying to outreach to? *Include specifics, including people that may be marginalized within communities.*

What are their needs and priorities?

Where are they physically located?

Where do they gather?

How do they communicate with each other?

What are the barriers and obstacles that they face that you should consider when outreaching to them?

RESEARCH

What information do you need to outreach effectively?

How will you conduct the required research?

PARTNERSHIPS

Who could you contact or partner with to help you with outreach?

STRATEGY

Given the information above, what kinds of outreach would be most effective?

Which outreach tactics (specific actions) will help you to reach your goal?

What are your next steps?

What is your timeline?

RESOURCES

Which resources are available to you?

What resources/tools do you need to acquire?

EVALUATION

How will you evaluate your outreach plan and implementation?
