



Municipal Education & Outreach Planner

Remember, the key to a good message is to repeat, repeat, repeat, no matter how you are sharing!

First, let's outline your main message:

WHAT is the program?	
WHO can participate?	
WHERE is it being held?	
WHEN is it happening?	
HOW MUCH does it cost?	
QUESTIONS? Who to contact.	

Next, let's look at who you have in your community who could help spread the word!

Who are your Town Stakeholders and Leaders? List them below. (This can include transfer station operators, active residents, town committee members, select board members, librarians, schools or teachers, public works, town administrator, etc.)

Now let's look at the education and outreach resources you identified to see how they can be used or improved.

Town or City Website:

- Who is in charge of this? Name: _____
- Besides your food waste diversion program information outlined above, is there any other info needed?

Social Media:

- What social media do you have?
- Who is in charge of this? Name: _____
- What kinds of posts would be helpful? Brainstorm below.

Newsletter or Newspaper:

- Who could write an article for this explaining the new program?
 - o Name: _____
- What newsletters or newspapers are in your area? Write them below.

Printed Handouts:

- Would it be helpful to have handouts at the town hall, library, transfer station, or recycling center? Where?
 - o Name of Location(s): _____
- Who is in charge of this? Name: _____

Meetings & Events:

- Are there any meetings or events you could present at or have an informational table set up? List EACH EVENT and the NAME of the person in charge below:

Signs & Demonstration Stations:

- Do you need to update your signage? If yes, who is in charge of this?
 - o Name: _____
- Do you have space in town for a demonstration station?
 - o Where:
 - o Who is in charge of this? Name: _____