



Where to Start Toolkit

Conducting Outreach to Survivors of Sexual Assault



Target Audience

1. Age range: _____
2. Gender(s): _____
3. Specific populations (e.g., LGBTQ; youth; elders; cultural groups; immigrant populations; non-English speaking communities, etc.): _____
4. Languages: _____
5. Intimate or Non-intimate partner SA: _____
6. Other: _____

Geographical Area

1. Geographical boundaries: _____

Outreach Message

1. Primary message to communicate to target audience survivors about our services:
2. Secondary message to communicate to target audience survivors:
3. Concise description of our intake process:

Outreach Goals

1. How many survivors in your target audience would you like to serve in what time frame?
2. How many survivors would you like to reach in what time frame?
3. How many community organizations would you like to reach out to in what time frame?





Physical Outreach

Outreach Team

1. Who is currently physically doing outreach at your organization:
 - a. _____
 - b. _____
 - c. _____
2. SA specialists within your organization responsible for outreach to SA survivors:
 - a. _____
 - b. _____
 - c. _____
3. Are current physical outreach methods connecting with your target audience?
4. Does current outreach include information about SA (intimate partner and/or non-intimate partner)? _____
5. If not, steps to take to integrate SA outreach efforts within your organization:
 - a. _____
 - b. _____
 - c. _____

Community Organizations that Are Currently Connected with Survivors

(See excel chart template to create action plan for contacting community organizations)

1. _____
2. _____
3. _____
4. _____
5. _____

Community Organizations That May be Helpful to Connect You with Target Audience

(See excel chart template to create action plan for contacting community organizations)

1. _____
2. _____
3. _____
4. _____
5. _____





Where Does the Target Audience Hang Out Physically/Where to Distribute Tangible Outreach Tools

1. Live: _____
2. Work: _____
3. Go to School: _____
4. Socialize: _____
5. Receive services: _____
6. Public Transportation: _____
7. Shop: _____
8. Get food: _____

Tangible Outreach Tools

1. What images resonate with your target audience?
 - a. _____
 - b. _____
 - c. _____
2. What words resonate with your target audience?
 - a. _____
 - b. _____
 - c. _____
3. What printed materials resonate with your target audience?
 - a. Pamphlets
 - b. Posters
 - c. Other: _____
4. Steps to take to create printed materials for outreach:
 - a. get input from survivors
 - b. vet drafted materials with survivors
 - c. _____
 - d. _____
 - e. _____



Radio/TV/News

1. Radio stations target audience listens to:
 - a. _____
2. Television stations/programs target audience watches:
 - a. _____
3. Newsprint target audience reads:
 - a. _____

All Things Considered, We Will Focus Our Physical Outreach Efforts in These Areas

1. _____
2. _____
3. _____

Virtual Outreach

Outreach Team

1. Who is currently doing virtual/digital outreach at your organization:
 - a. _____
 - b. _____
 - c. _____
2. SA specialists within your organization responsible for virtual outreach to SA survivors:
 - a. _____
 - b. _____
 - c. _____
3. Virtual methods of outreach currently being utilized:
 - a. Website
 - b. E-newsletter
 - c. Facebook
 - d. Twitter
 - e. Instagram
 - f. Snapchat
 - g. Other
4. Does organization's current virtual outreach include information about SA (intimate partner and/or non-intimate partner)? _____



5. If not, steps to take to collaborate virtual outreach efforts within your organization:
 - a. _____
 - b. _____
 - c. _____

Where Does the Target Audience Hang Out Virtually

1. Web: _____
2. Facebook: _____
3. Twitter: _____
4. Instagram: _____
5. Snapchat: _____
9. Blogspots: _____
10. Podcasts: _____
11. Email: _____
12. Other: _____

Virtual Outreach Tools

1. What virtual materials resonate with your target audience?
 - a. Images
 - b. Words
 - c. Campaigns
 - d. Other: _____
2. Steps to take to create virtual materials for outreach:
 - a. get input from survivors _____
 - b. vet drafted materials with survivors _____
 - c. _____
 - d. _____
 - e. _____

All Things Considered, We Will Focus Our Virtual Outreach Efforts in These Areas

1. _____
2. _____
3. _____



Action Plan for your Outreach Plan

1. Fill out Outreach Plan
2. Set team goals to be accomplished in a specific period of time
3. Decide action steps to be accomplished to reach team goals in that period of time
4. Designate who is going to do what
5. By when
6. Determine how the team will:
 - a. stay in contact
 - b. stay accountable to each other
 - c. address challenges that arise
 - d. celebrate successes
 - e. re-group to determine effectiveness of outreach plan implementation
 - f. make new plan for additional outreach when current time period is up

© 2017 Victim Rights Law Center. All rights reserved. This project was supported by grant number 2011-TA-AX-KO24 awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, and conclusions expressed are those of the author(s) and do not necessarily represent the views of the U.S. Department of Justice.