

# COMMUNITY OUTREACH PLANNING TOOLKIT

A practical planning resource for NGOs, faith-based organizations, community groups and social-impact teams.

|                      |                               |
|----------------------|-------------------------------|
| RESOURCE TYPE        | Toolkit                       |
| ORGANIZATION         | Faith Alive Foundation (Demo) |
| VERSION              | 1.0                           |
| PUBLICATION          | August 2026                   |
| LANGUAGE             | English                       |
| GEOGRAPHIC RELEVANCE | Kenya                         |

**Demo use:** This PDF is intentionally created as a realistic sample resource for testing upload, preview, download, sharing, search, tags and public-resource display inside the GIA platform.

# How to Use This Toolkit

This toolkit provides a simple planning structure that an organization can adapt for community outreach activities such as health drives, youth engagement, education campaigns, volunteer mobilization, community forums and awareness programs.

**Suggested workflow: Define the purpose -> understand the community -> assign the team -> prepare logistics -> deliver the outreach -> document results -> follow up.**

## Who can use it?

Program teams, volunteer coordinators, field officers, church/community leaders, project managers and partner organizations.

## When to use it?

During initial planning, team briefing, event preparation, field implementation and post-activity reporting.

## What does it help with?

Clear objectives, team coordination, logistics, risk management, participant tracking, monitoring and follow-up.

## Quick Preparation Checklist

- Define the outreach objective and expected result.
- Identify the target community and estimated number of participants.
- Confirm venue, date, time and accessibility.
- Assign roles to staff, volunteers and partners.
- Prepare transport, equipment, materials and refreshments.
- Confirm safeguarding, health and safety requirements.
- Prepare registration/attendance tools and consent where necessary.
- Plan how evidence, feedback and results will be documented.

# 1. Outreach Planning Worksheet

Complete this section before implementation. Keep objectives specific and practical.

| Planning Item         | Example / Notes                                                         |
|-----------------------|-------------------------------------------------------------------------|
| Outreach title        | Community Health & Youth Empowerment Outreach                           |
| Primary objective     | Increase access to basic health information and youth support services. |
| Target community      | Young people, parents and vulnerable households.                        |
| Location              | Community hall / school / church / open field.                          |
| Proposed date & time  | DD/MM/YYYY, 9:00 AM - 3:00 PM                                           |
| Expected participants | 150                                                                     |
| Lead organization     | Faith Alive Foundation (Demo)                                           |
| Key partners          | Local leaders, health workers, volunteers, schools/churches.            |
| Success indicator     | Attendance, referrals, services delivered, feedback received.           |

## SMART Objective Example

By the end of the outreach day, provide health and wellbeing information to at least 150 participants, complete at least 40 referral screenings, and collect feedback from at least 60 participants.

## 2. Team Roles & Responsibilities

Assign responsibilities before the activity. Every team member should know who makes decisions, who handles participants, and who records results.

| Role                      | Key Responsibilities                                                     | Assigned To |
|---------------------------|--------------------------------------------------------------------------|-------------|
| Outreach Lead             | Overall coordination, approvals, partner communication, final decisions. |             |
| Registration Lead         | Participant registration, attendance and queue coordination.             |             |
| Program Lead              | Session delivery, speakers/facilitators and activity schedule.           |             |
| Volunteer Coordinator     | Volunteer briefing, deployment, welfare and supervision.                 |             |
| Safeguarding Focal Person | Safety concerns, incident response and referrals.                        |             |
| Logistics Lead            | Venue setup, transport, equipment, supplies and signage.                 |             |
| Media/Documentation       | Photos, approved stories, consent, documentation and visibility.         |             |
| M&E / Reporting           | Outputs, feedback, data quality and post-event report.                   |             |

### Team Briefing Questions

- What is the purpose of today's outreach?
- Who is responsible for each participant touchpoint?
- What information must be captured?
- What should a volunteer do if a safeguarding or medical concern arises?
- Who communicates changes in schedule or location?
- What is the agreed end-of-day reporting process?

### 3. Logistics & Readiness Checklist

| Item                          | Ready? | Notes |
|-------------------------------|--------|-------|
| Venue booking / permission    | ■      |       |
| Transport arrangements        | ■      |       |
| Tables, chairs and tents      | ■      |       |
| Public address / sound        | ■      |       |
| Registration materials        | ■      |       |
| Program materials / handouts  | ■      |       |
| First-aid kit                 | ■      |       |
| Drinking water / refreshments | ■      |       |
| Directional signage           | ■      |       |
| Photo / media consent process | ■      |       |
| Waste management / clean-up   | ■      |       |
| Emergency contacts available  | ■      |       |

### Simple Budget Planner

| Budget Line                      | Estimated (KES) | Actual (KES) |
|----------------------------------|-----------------|--------------|
| Transport                        |                 |              |
| Venue / setup                    |                 |              |
| Printing / materials             |                 |              |
| Refreshments                     |                 |              |
| Facilitators / technical support |                 |              |
| Media / documentation            |                 |              |
| Contingency                      |                 |              |
| <b>TOTAL</b>                     |                 |              |

## 4. Risk, Safeguarding & Accessibility

Every outreach should consider participant safety, dignity, accessibility and responsible handling of personal information.

| Risk / Consideration               | Mitigation                                                                  |
|------------------------------------|-----------------------------------------------------------------------------|
| Large crowd / congestion           | Use clear entry/exit points, queue management and assigned volunteers.      |
| Medical emergency                  | Have first-aid capacity, emergency contacts and referral options.           |
| Child or vulnerable-person concern | Use trained safeguarding focal person and documented escalation process.    |
| Weather                            | Provide shade/rain plan and communicate contingency arrangements.           |
| Data privacy                       | Collect only necessary information; restrict access to participant records. |
| Accessibility                      | Consider mobility, hearing, language and other participation needs.         |
| Photography / stories              | Use consent and avoid exposing sensitive participant information.           |

### Pre-Event Safety Check

- Emergency contact list confirmed.
- Safeguarding focal person identified.
- Venue hazards checked.
- Accessibility requirements reviewed.
- Consent and data-protection process communicated.
- Volunteers know where to report incidents.

## 5. Outreach Day Schedule

| Time     | Activity                                    | Lead |
|----------|---------------------------------------------|------|
| 8:00 AM  | Team arrival, setup and briefing            |      |
| 8:45 AM  | Volunteer deployment                        |      |
| 9:00 AM  | Registration opens                          |      |
| 9:30 AM  | Welcome and introductions                   |      |
| 10:00 AM | Main outreach activities / service stations |      |
| 12:30 PM | Break / rotation                            |      |
| 1:00 PM  | Community engagement / referrals            |      |
| 2:30 PM  | Feedback and closing                        |      |
| 3:00 PM  | Team debrief, clean-up and data check       |      |

### Participant Feedback - Sample Questions

- How useful was today's outreach to you?
- What was the most useful part?
- Was the venue/service accessible and welcoming?
- What additional support or information would you like?
- Would you participate in a similar activity again?

## 6. Monitoring, Evaluation & Reporting

Agree on a small number of useful indicators before the outreach. Avoid collecting data that will not be used.

| Indicator                      | Target | Actual |
|--------------------------------|--------|--------|
| People reached                 | 150    |        |
| Participants registered        | 120    |        |
| Services/referrals completed   | 40     |        |
| Volunteers engaged             | 20     |        |
| Feedback responses collected   | 60     |        |
| Partner organizations involved | 5      |        |

### Post-Activity Report Template

#### Activity summary

Briefly describe what took place.

#### Key achievements

What worked well and what results were achieved?

#### Challenges

What problems affected delivery?

#### Participant feedback

What did community members say?

#### Safeguarding / incidents

Record only through appropriate confidential processes.

#### Follow-up actions

What needs to happen next, by whom and by when?

**Evidence**

Attendance, photos with consent, referral records, approved stories, partner notes.

## 7. Final Close-Out Checklist

- Attendance/registration records have been reviewed.
- All incidents or safeguarding concerns have been escalated appropriately.
- Participant data has been stored securely.
- Partners and volunteers have received appreciation/follow-up communication.
- Outstanding referrals have an assigned follow-up owner.
- Expenses and supporting documents have been submitted.
- Photos and stories being used have appropriate consent.
- Results have been summarized against targets.
- Lessons learned have been documented.
- The next action or follow-up activity has been agreed.

**Good outreach is not only about the event day. The strongest programs connect planning, community participation, responsible delivery, learning and follow-up.**

Prepared as a demo resource for GIA platform testing. Replace the organization name, branding, examples and operational requirements before using this document in a real program.