

Outreach Plan Template: Community of Practice

Identify Target Communities

- Research communities that align with the CoP's mission.
- Prioritize underserved, equity-focused (low-income), and well-resourced utilities for balanced representation.

Outreach Preparation

- Develop outreach materials (e.g., emails, one-pager, introductory presentations).
- Identify key contacts within target communities (e.g., utility directors, municipal managers, state agencies, non-profits).

Initial Contact

- Reach out via email or phone to identified contacts to introduce the CoP's mission and benefits.
- Offer an introductory call or meeting to provide additional information.

Engagement & Follow-up

- Schedule calls or informational webinars (informal in nature) to discuss specific challenges, goals, and the CoP's value proposition.
- Answer questions and provide examples of success stories or testimonials from existing utility partners.

Resource Sharing & Support

- Share a list of relevant resources (e.g., guides, grant information) as a demonstration of CoP value.
- Invite potential members to participate in pilot sessions (applies to utilities who are not ready to join immediately), webinars, or discussions.

Onboarding & Integration

- Offer onboarding resources and support to new members.
- First meeting, survey that informs the formation of working groups
- Schedule working group meetings
- Answer questions and gather feedback.

Ongoing Engagement & Collaboration

- Schedule monthly emails/ to encourage continued participation.
- Develop a feedback loop to refine outreach strategies based on member insights.

Outreach Communication Plan

Recruitment Materials:

- One-Pager
- Emails
- Powerpoint

Launch:

- Press Release and LinkedIn introducing (CoP)
 - Creation
 - Interviews with each of you to get a sense of branding? Vibe? Priorities?
 - Main ideas? Primary emphasis? PEOPLE
 - Distribution notes:
 - Distribution List

- (Partner or Industry Organizations)
- Update main website-
 - Blog Post to website
 - Create case studies?
 - Add supporting documents to website (as part of a case study/success story?)
 - List of communities on the map

Immediate/Ongoing:

- Social Media?
- LinkedIn Posts
- Onboarding packet
 - Notes from initial meeting:
 - Timeframe
 - Helpful links
 - Info on how to create an account if it's relevant
 - Maybe an ongoing survey to gauge interest?
 - List of members and contact information
 - Team and list of expertise- connecting to the on the ground experience
 - Guide to the website
- Brand/Press kit (internal doc featuring lots of this stuff, but as we build the website)
 - Email intro
 - One Pager
 - Quotes from important people
 - Press Releases
 - Branding guidelines
 - Team Bios

Longer Term: Success stories

- White papers and/or press release
- Success stories
- Deliverables we need (for website and to streamline throughout):

And a few website notes (this will be a much larger conversation!):

- Partner spotlights once the memorandums
- Blog
- Group Pages with:
 - Modules
 - Resources
 - Are there multiple groups, and who goes in each group?
- What should our domain be?

Moonshot Missions, Inc.

Rania Bashar, PhD

Senior Utility Advisor | GLPF Project Manager
608-332-6106 | rania@moonshotmissions.org