CHOOSING THE RIGHT TOOLS FOR THE JOB

• What’s your goal?
• What’s your message?
• What’s the best way to reach the audience(s)?
• What’s your budget?
• What’s your timeline?
• What worked or didn’t work in the past?

OUTREACH TOOLS

• Collateral material (posters, flyers, brochures, etc.)
• Fact sheet
• Infographic
• FAQs & Q&As
• Polls, surveys & research
• Issue briefs
• Photovoice
• Website
• Newsletter & E-blasts
• Advertising
• Public Service Announcement (PSA)
• Direct mail
• Special event
• Town hall meeting
• Social media

MEDIA TOOLS

• Press release
• Media alert
• Media pitch
• Opinion Editorial
• Letters to the editor
• Editorial board meeting
• Deskside briefing
• Media interviews
• Press conference