



## COMMUNITY OUTREACH PLANNING TOOL

The Arizona Nutrition Network encourages all its partners to organize community outreach events.

AzNN is available to support your community outreach efforts in a variety of ways:

- AzNN provides mascots and inflatables that you can reserve for your event.
- AzNN has a sample Media Alert and Media Release that you can tailor to your event. These can be sent to your local TV stations, radio stations and newspapers to let them know about your upcoming event and to promote it to their audience. If necessary, AzNN can provide you a list of contact information for local media.
- Depending on the scale of your event, AzNN can also provide the following: publicize the event to your local media, provide you with necessary materials (e.g., milk for a milk taste test), and coordinate with a radio station to broadcast from the event.

Below is a timeline to help you organize your community outreach event.

Date	Item	Responsible Party
<b>Two Months Before Event</b>	Contact Arizona Nutrition Network with your community outreach event idea.	Partner
	Put together a list of supplies and materials that you will need for each stage of the event. AzNN may be able to provide some of these materials for you.	Partner
<b>One Month Before Event</b>	Produce supporting materials for your event. For example, if hosting a poster contest, produce the rules and contest information. If hosting a milk taste test, produce flyers for publicizing the event.	Partner
	Draft a media alert about the event.	Depending on the scale of your event. – If small, then Partner will be responsible. – If large, then AzNN can assist.
<b>Three Weeks Before Event</b>	Conference call to check on event planning progress.	Partner and AzNN
	Send materials (media alert, supporting materials) to AzNN for review and approval.	Partner



<b>Date</b>	<b>Item</b>	<b>Responsible Party</b>
<b>Two Weeks Before Event</b>	Conference call to check on event planning progress.	Partner and AzNN
	Send the approved media alert to local TV, radio and print media to cover the event.	Depending on the scale of your event. – If small, then Partner will be responsible. – If large, then AzNN can assist.
<b>One Week Before Event</b>	Conference call to check on event planning progress.	Partner and AzNN
	Call local reporters to ensure they received the media alert and to encourage them to attend the event.	Depending on the scale of your event. – If small, then Partner will be responsible. – If large, then AzNN can assist.
	If necessary, AzNN can provide a quick media training to your staff who will be in front of the camera or talking with news reporters. This will help ensure talking points are in line with AzNN messages.	AzNN
<b>Day Before Event</b>	Call local TV stations to ensure they received the media alert and to encourage them to attend the event.	Depending on the scale of your event. – If small, then Partner will be responsible. – If large, then AzNN can assist.
<b>Day of Event</b>	Arrive early at the event to set up and to be prepared for any media reporters that might attend.	Partner and AzNN
<b>Day After Event</b>	If appropriate (depending on type of event), send a follow up press release recapping the event or photos from the event to local news media.	Depending on the scale of your event. – If small, then Partner will be responsible. – If large, then AzNN can assist.

If you have an event in mind, please call your Partner Development Specialist. Depending on the type and scale of your event, we'll let you know what we can offer you to help make your event successful.