



Department of
Youth & Community
Development

Marketing and Outreach Plan

Program/Center Site Name:

Plan Completed By (First and Last Name):

Marketing Strategy: What are the primary objectives of your marketing and outreach plan, and how do you plan to meet them?

Who are the target demographics for your program, and what are their specific characteristics (e.g., age, language, trusted sources such as teachers, school counselors, parents)? Alternatively, which people or organizations are trusted by your target population and should be informed about your program?

Which specific communication outlets will you utilize to recruit participants? (e.g., street outreach, social media, trusted messenger recruitment, online and/or print advertising)

What resources and assets (including but beyond financial resources) do you have access to that can be leveraged for marketing your program (e.g., volunteers, donated ad space, staff skilled with social media, an amazing library of photographs)?

Recruitment: How will you ensure your recruitment strategies are inclusive and reach the intended demographic?

Date of Last Update:

What specific actions will you take to recruit participants, and how will you measure their effectiveness (e.g., events, workshops, community engagement)?

Enrollment: What is the process for participants to enroll in the program, and how will you ensure it is user-friendly and accessible?

What is your plan for following up with participants and/or parents/guardians to ensure continued engagement and enrollment?

Retention: What specific retention strategies will you implement to maintain participant engagement year-round?

How will you provide ongoing support and engagement opportunities for participants to keep them motivated and involved?

Evaluation: How will you measure the success of your marketing and outreach efforts?

Date of Last Update: