



YOUR  
OUTREACH PLAN

# WORKSHEET

## What is it for?

Good ideas don't spread by themselves — even the strongest evidence needs a clear path to reach the people who can act on it. As researchers and policy advisors, we often focus on producing high-quality analysis, but without a plan for how it will travel, valuable insights can stay within our own networks.

This worksheet helps you take a step back and think strategically about how your work can inform real-world debates and decisions. It encourages you to map out who you need to reach, what messages will resonate with them, and which channels or relationships can help you get there. By planning your outreach in a structured way, you move from ad-hoc communication to intentional influence — ensuring your evidence not only exists, but makes a difference.

## Step by Step

1

Find your story or narrative. Messages are much more powerful when they are part of a broader narrative, a story your audience can relate to and follow. When drafting an outreach strategy, asking: "What is my story?", can help us to find a more coherent, holistic approach.

2

Now, we want to identify the who, what, why, how and when. Think about your target audience: who do you want to reach? Your messages: what do you want to tell them? The format: in what form will the message reach your audience best? The channel: and through which channel? What are your goals when reaching out to your audience, your stakeholders, and your network? When is a good moment to do so? Are there any external factors which could play a role? What are your impact measures to find out whether you were successful with your outreach mission? And finally, when would be a good moment to evaluate your efforts?

# YOUR OUTREACH PLAN



MY STORY / NARRATIVE:

WHO

MESSAGE(S)

FORMAT(S)

CHANNEL(S)

GOAL(S)

WHEN

IMPACT  
MEASURE(S)

EVALUATION  
TIMEFRAME