

Grants Gateway Communication and Engagement Strategy

Please complete the following worksheet to outline how short term and long term communication and engagement are planned to be integrated into the proposed project. This plan will help you conceptualize what metrics you will be able to report on if awarded.

1. Project Name:

2. Describe the size/range of the community benefiting from the project:

(Number of homes, neighborhoods, etc.)

3. Ways the community is currently engaged:

(Community association meetings, community newsletters, community Facebook groups, etc.)

4. Key audiences include:

(Community stakeholders, education groups (scouts, schools, camps), county or state officials, elected officials, etc.)

5. The purpose of project outreach is to increase community understanding of:

6. Key messages that the project team may relay to key audiences include:

(What about the project will you be sharing with key audiences?)

7. The following tools and resources will be developed:

(Project factsheets, informational flyers, social media content, presentations for meetings, attendance at outreach events, videos, storymaps, data, surveys or interviews etc. Please also include challenges you might have developing tools/resources.)

8. How might you measure the success of your communication and outreach efforts:

(Track number of: individuals reached, meeting attendees, homes involved, events or tours, etc.)

Wes Moore - Governor | Aruna Miller - Lieutenant Governor
Josh Kurtz - Secretary



MARYLAND
DEPARTMENT OF
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