



# Community Engagement Toolkit

THE CITY OF KALAMAZOO



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kalamazoo  
2025

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## Overview

The Community Engagement Toolkit builds upon and utilizes several of the tools laid out in the City of Kalamazoo's Public Participation Plan. It is a resource for neighborhoods and City departments. Because these documents work in conjunction with one another, the Public Participation Plan should be read before working through the Community Engagement Toolkit.

The first section of the Community Engagement Toolkit is a guide for creating a Community Engagement Plan. The guide walks through the different steps of creating an engagement plan and describes each section with examples. After the guide there are several Appendices. The first Appendix, Appendix A, is a template for creating a Community Engagement Plan. Neighborhoods/departments will work with the City of Kalamazoo to fill out the template and corresponding worksheets in order to create a comprehensive Community Engagement Plan. Neighborhoods should complete their Community Engagement Plan during Step 5 of the Neighborhood Planning Process.

The outline and sections of the Community Engagement Plan are inspired by the Planetizen Course, *Planning and Promoting Your Community Engagement Process*, taught by Dave Biggs. In the course, Dave Biggs explains how to develop a community engagement plan. Several of his thoughts and ideas are included in this document.

# Community Engagement Planning Guide

## 1. Define the Scope

The first step in creating a Community Engagement plan is defining the scope. The scope is an overview of the project you are seeking engagement for. It includes the decisions that will be made, the role stakeholders will play, and a general timeline for the project.

**EXAMPLE:** The Public Services department is working on developing bike lanes on Portage St. and would like to get feedback from local residents on the best way to incorporate this into street. Striping of the bike lanes will begin in April 2016.

## 2. State the Objective

The second step in creating a Community Engagement plan is stating the objective of the engagement. The objective is the overall purpose for the engagement. It's what we are trying to accomplish and what we hope to have gained at the end of the engagement. Once we have determined the objective, we can work backwards to determine the steps that need to be taken to get there.

**EXAMPLE:** To engage residents in order to create a Neighborhood Plan that is representative of the thoughts, feelings, and ideas of the neighborhood overall.

## 3. Develop Goals

The third step in creating a Community Engagement plan is developing goals for engagement. Goals are the milestones that will need to be reached in order to obtain the overall objective. These goals must be quantifiable, explain how it ties to the objective, and include how the goal will be measured. Keep the SMART method in mind when developing your goals; they should be Specific, Measurable, Achievable, Realistic, and Timely. See Figure 1 for more information on SMART Goals.



Figure 1: SMART Goals – Source: Image Impact International

## EXAMPLES:

**Goal 1:** By the end of the engagement process we will have engaged 200 neighborhood residents.

**Measurement:** We will measure this goal by keeping a spreadsheet list of engaged residents. The information for the spreadsheet list will be taken from sign in sheets at neighborhood meetings and events.

**Tie to Objective:** This goal will help us ensure that an adequate number of residents will be engaged, and therefore, the neighborhood plan will represent the feelings of the neighborhood residents.

**Goal 2:** During our first neighborhood meeting we will have at least 30 residents in attendance.

**Measurement:** We will measure this goal by counting the number of residents that signed in on the sign in sheet as well as doing a headcount during the meeting.

**Tie to Objective:** This goal will help us ensure that an adequate number of residents will be engaged, and therefore, the neighborhood plan will represent the feelings of the neighborhood residents.

## 4. Identify Stakeholders (PPP)

The fourth step in creating a Community Engagement Plan is identifying your stakeholders for the project. As described in Section III of the Public Participation Plan, stakeholders are anyone who will be involved in or affected by the project and they are the people who you will want to be engaging with. Stakeholders may include neighborhood residents, businesses, schools, churches, nonprofits, government departments, etc. For a complete list of potential stakeholders, visit Section III of the Public Participation Plan.

Your stakeholders will also include your coalition. If you are a neighborhood you will have already determined your coalition in Step 4 of the Neighborhood Planning Process. If you are a City department you may still need to create your coalition. Your coalition can be thought of as a work group who will assist in the creation and implementation of your project plan. When creating your coalition think about businesses, organizations, or institutions that may be willing to help you with this project. Your coalition will not only help with project planning and implementation, but they can also be an important resource for engagement throughout your project. Having the members of your coalition help with engagement can increase your reach even further. Use the worksheet in APPENDIX B to help with forming a coalition.

In order to ensure that our engagement is representative of the entire population, we must make sure that everyone has an equal opportunity to participate. Therefore, our efforts need to be supportive and inclusive for vulnerable and disadvantaged stakeholders. These stakeholders may include people who are:

- Low income
- Low education
- Busy people
- Physically disabled
- Immigrants
- Isolated

To develop engagement strategies for engaging vulnerable and disadvantaged stakeholders, fill out the worksheet in APPENDIX C.

## 5. Determine Methods of Engagement (PPP)

The fifth step in creating a Community Engagement Plan is to determine what activities you will use to engage stakeholders. Revisit the Public Participation Plan to learn about the different engagement tools available. Using the Impact Scale Grid and the Public Participation Plan Decision Tree located within the Public Participation Plan, determine the different levels of engagement you will need. Will you be Informing, Consulting/Collaborating, or Co-leading/Empowering? Based on the level of engagement, use the Public Participation Toolkit located in the Public Participation Plan to choose the engagement techniques/activities you would like to use.

Each technique/activity has a corresponding worksheet to be filled out which will help with planning the activities. For efficiency, the activities are grouped into different categories and each category has a corresponding worksheet. The categories are listed below along with the activities associated with that worksheet. The worksheets can be found in the attached Appendices D-L.

### APPENDIX D: Hosting Meetings/Events

- Focus Groups
- Celebration Ceremonies
- Neighborhood Meetings
- Town Hall Meetings

### APPENDIX E: Surveys

- Mailed Surveys
- Online Surveys
- Post-Surveys

### APPENDIX F: Printed Materials

- Flyers
- Neighborhood Newsletters
- Bill Stuffers
- Printed Public Information Materials

### APPENDIX G: Press Releases

### APPENDIX H: Presentation/Tabling

- Briefings
- Community-Organized Meetings

### APPENDIX I: Media

- Social Media Posts

- Television, Radio, & Newspaper Postings
- Website Posts

#### APPENDIX J: Physical Postings

- Living Walls
- Signage

#### APPENDIX K: Meetings On the Go

#### APPENDIX L: University Partnership

## 6. Create a Timeline

The sixth step in the Community Engagement Plan is the timeline. Taking the dates you wrote down on the activities worksheets, create a timeline for your engagement activities. Also include any goals or milestones you would like to reach for your project or engagement with the dates. The timeline will give you an overall feel of the timing for activities and a bigger picture of your engagement process. As you work your way through the process you may find that you need to change things on your timeline. To stay on track you will want to adhere to your timeline as much as possible, but it's also important to remain flexible to change. See Figure 2 for an example of what your timeline might look like.

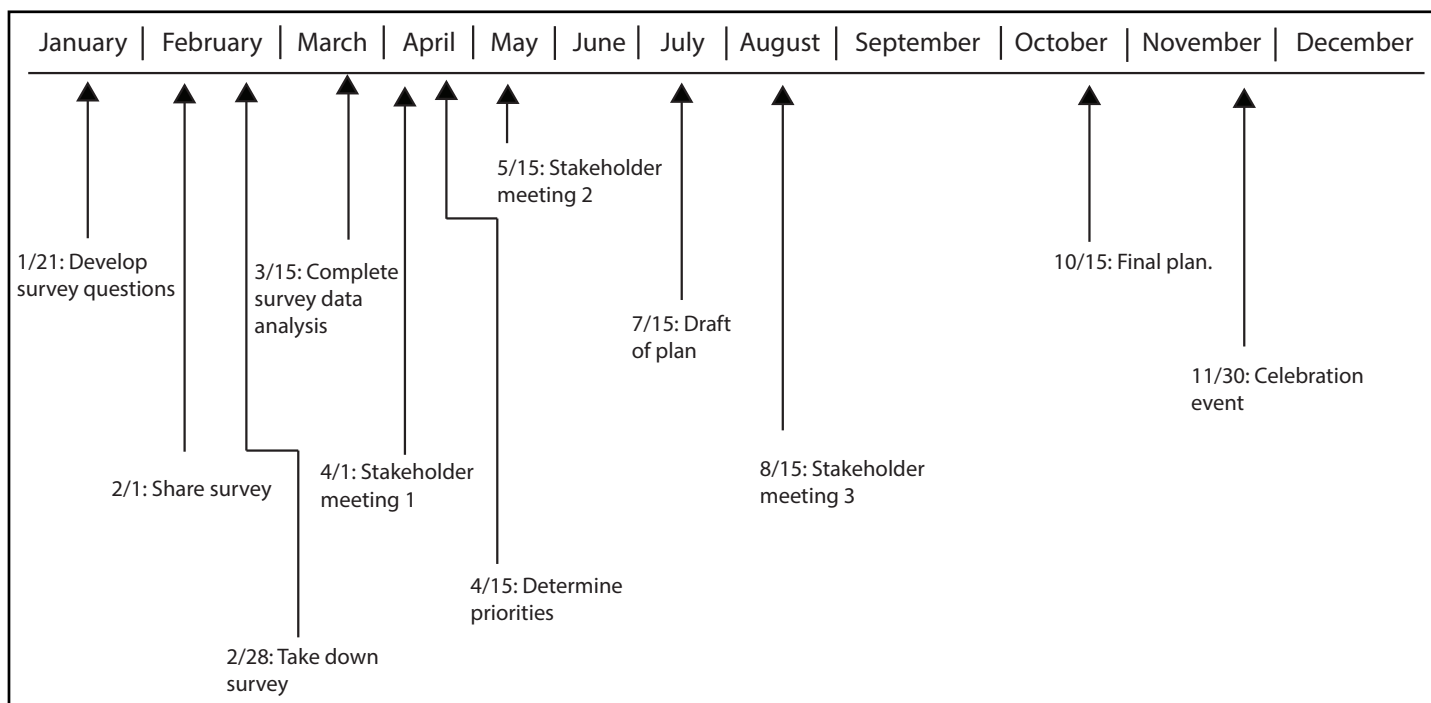


Figure 2: Example Timeline



## 7. List of Things to Consider

The seventh step of the community engagement planning process is to think through a few important considerations. These considerations include both opportunities and limitations you are faced with. Opportunities are anything that might be helpful throughout your engagement plan. Opportunities to consider are the resources available to you such as residents and their skills, knowledge, or connections. They could also include community meeting spaces or connections to media, universities, nonprofits, or businesses. Limitations are anything that might hold you back from carrying out the engagement plan that you have envisioned. Your limitations may include your budget, any decisions that have already been made for the project, and any legal restrictions.

### **EXAMPLES:**

One of our neighborhood residents has been farming his whole life and loves teaching others how to grow food. His expertise would be helpful during the creation of a new community garden.

It's illegal to put flyers in mailboxes, how will we get flyers to residents?

## 8. Develop a Promotional Strategy

The eighth step in creating a Community Engagement Plan is to develop a promotional strategy to encourage participation. In order to increase engagement with stakeholders, the project and organization developing the project, must be branded in a way that is compelling and relevant to stakeholders. When creating a promotional strategy you have to decide how you will get your message out to residents and stay in contact with them. No matter which method you choose, your call to action should always be very clear and should make it easy for stakeholders to get involved. When promoting your project to stakeholders you should think about it from their point of view.

Here are a few questions that stakeholders will be asking themselves when deciding whether or not to get involved in your project:

- How long will this take?
- What's in it for me?
- Do I feel comfortable here?
- Do I understand the topics?

Make sure to consider and answer these questions when promoting engagement with your project. In order to respect the time investment of stakeholders, engagement activities shouldn't be longer than necessary. For engagement activities that need to be longer, make sure that the benefit and importance of the activity is emphasized.

In all promotional materials make sure the benefit of engagement is obvious and relevant for the stakeholders. Consider what stakeholders might be interested in or what concerns they might have and connect those to the

project.

Stakeholders will only want to participate if they feel comfortable participating. It's important to make stakeholders feel welcome and appreciated. One way to make sure participants feel comfortable is to offer a variety of ways to engage. Some people may not feel comfortable sharing their ideas in a large neighborhood meeting, but they may be happy to write their ideas on a living wall or take an online survey. Vary the types of activities offered in order to increase your engagement reach.

Participants may also be hesitant to get involved if they don't understand the concepts in the project. For this reason it's important to incorporate educational information on the topics discussed, so that all participants will feel knowledgeable and comfortable sharing their ideas.

## **9. Review & Revise**

The ninth step of the Community Engagement Plan is to review how your engagement process is going and make any necessary revisions. This should be done periodically throughout the engagement process to ensure that your engagement is being as effective as possible. For example if you held a neighborhood meeting but only had 5 residents attend the meeting when you were hoping for 50, then maybe you should reassess how you reached out to residents and make adjustments so that you will have more attendance during your next meeting. Also, if you find that stakeholders are not interested in a certain activity, then you might want to adjust or change the activities you will hold in the future.

## **10. Create a Post-Engagement Plan**

Once your engagement is complete, the final step of the Community Engagement Plan is to create a post-engagement plan. The post engagement plan will describe the methods that will be used to communicate outcomes to the stakeholders. This is an opportunity to get feedback from residents about the engagement process as well as share with them how their input has informed the decisions for the project. This can vary from being informative with reports and infographics to celebratory with ribbon-cutting ceremonies and special events. This is an important time to thank participants and create excitement around the completed project. View Section 4 of the Public Participation Toolkit in the Public Participation Plan to determine which techniques fit your project best.



|                               |
|-------------------------------|
| Department/Organization Name: |
|                               |

# Community Engagement Plan

Work with the City of Kalamazoo to complete this template. Your Community Engagement Plan including all corresponding worksheets must be approved by the City of Kalamazoo.

## 1. Scope

What project are you seeking engagement for?

What role will stakeholders play in this project?

What is the general timeline for the project?

## 2. Objective

State your objective  
(What do you hope to accomplish from this engagement?)

### 3. Goals

List your goals for engagement. Describe the method of measurement and tie each goal back to the objective.

Goal #1:

Method of Measurement:

Tie to Objective:

Goal #2:

Method of Measurement:

Tie to Objective:

Goal #3:

Method of Measurement:

Tie to Objective:

Goal #4:

Method of Measurement:

Tie to Objective:

Goal #5:

Method of Measurement:

Tie to Objective:

#### 4. Stakeholders

List the groups of stakeholders for your project.

(Refer to Section III of the Public Participation Plan for a list of ideas)

\*\*Fill out and attach the Forming a Coalition worksheet (Found in APPENDIX B)

\*\*Fill out and attach the Engaging Vulnerable and Disadvantaged Stakeholders worksheet (Found in APPENDIX C)

#### 5. Engagement Methods

What are your levels of engagement? Circle all that apply.

(Use the Impact Scale Grid and the Public Participation Plan Decision Tree located in the Public Participation Plan to determine.)

Informing

Consulting/Collaborating

Co-leading/Empowering

\*\*Based on the level of engagement, use the Public Participation Toolkit in the Public Participation Plan to select your techniques/activities for engagement. Fill out and attach a worksheet for each engagement activity. Worksheets can be found in APPENDICES D-L. When completing the Materials & Cost section of each worksheet, use the Estimated Cost of Materials Cheat Sheet in APPENDIX L to help you estimate how much each activity may cost.

List the engagement techniques/activities you have chosen. Record the total cost of each activity. (The total cost of the activity is calculated in the activity worksheet)

| Engagement Activity      |  | Cost |
|--------------------------|--|------|
| 1                        |  |      |
| 2                        |  |      |
| 3                        |  |      |
| 4                        |  |      |
| 5                        |  |      |
| 6                        |  |      |
| 7                        |  |      |
| 8                        |  |      |
| 9                        |  |      |
| 10                       |  |      |
| 11                       |  |      |
| 12                       |  |      |
| 13                       |  |      |
| 14                       |  |      |
| 15                       |  |      |
| Total Cost of Engagement |  |      |

## 6. Timeline

Write out the timeline for your engagement process.

**Year:** \_\_\_\_\_

January | February | March | April | May | June | July | August | September | October | November | December

---

## 7. Considerations

Do you have enough funds in your budget to support your engagement activities? If not, what funding sources will you seek out?

What past decisions have been made about your project that you will need to keep in mind?

What resources/opportunities are available to you?

Are there any legal restrictions affecting your engagement?

## **8. Promotional Strategy**

How will you brand your project/organization? (Overall feel and personality, color scheme, logo, etc.)

What interests or concerns are important to your stakeholders?

How does your project align with the interests and concerns of your stakeholders?



How will you stay in communication with your stakeholders?

What is your call to action and where is it placed? (Flyers, social media, email, etc.)

How much time will stakeholders need to invest to be involved in your engagement process?

How will stakeholders benefit from getting involved in your engagement process?

How will you make sure participants feel comfortable?

What topics will participants need to be educated on? How will you incorporate that education?

## **9. Review & Revise**

Are you meeting your goals for engagement?

If not, what adjustments can you make to ensure you are successful in the future?

## **10. Post-Engagement Plan**

What post-engagement methods will you use?

(View Section 4 of the Public Participation Toolkit in the Public Participation Plan)

How will you show participants that their input shaped your project? (Infographic, reports, etc)

## APPENDIX B: FORMING A COALITION



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# Forming a Coalition

Your coalition can be thought of as a work group who will assist in the creation and implementation of your project plan. However, your coalition will not only help with project planning and implementation, but they can also be an important partner for engagement throughout your project. Having the members of your coalition help with engagement can increase your reach even further. Complete the questions and grid below. In the grid list out the members you would like to have in your coalition. In the column on the right keep track of which members have been confirmed.

What individuals, businesses, organizations, institutions, etc. do you already work with or have worked with in the past?

What individuals, businesses, organizations, institutions, etc. are located in or near your neighborhood/project area?

What type of goals are going to be in the plan? Who will you need to help you reach these goals?

Also consider how members will benefit from joining your coalition, how much time they will need to invest, and any information you will need to provide them about your project and engagement.

|    | <b>Coalition Member</b> | <b>Confirmed?</b> |
|----|-------------------------|-------------------|
| 1  |                         |                   |
| 2  |                         |                   |
| 3  |                         |                   |
| 4  |                         |                   |
| 5  |                         |                   |
| 6  |                         |                   |
| 7  |                         |                   |
| 8  |                         |                   |
| 9  |                         |                   |
| 10 |                         |                   |



# Strategies for Engaging Vulnerable and Disadvantaged Stakeholders

It's important to make an extra effort to ensure that vulnerable and disadvantaged stakeholders are involved in the planning process. In order to do this we need to determine strategies we can use to engage these stakeholders. In the chart below we have listed a few strategy ideas to get you started. Put a check next to any strategies you plan to employ and list other strategy ideas that you have.

|  |  |
|--|--|
| Incorporate educational information into our documents or meetings   |  |
| Incorporate both text and graphics in our materials  |  |
| To ensure content is readable by the majority of stakeholders, text should not exceed a 6th grade reading level. (Flesch-Kincaid Grade Level should equal 6.0 or less) |  |
| Offer the option of reading our content in different languages   |  |
| Incorporate American Sign Language into our meetings   |  |
| Ensure our documents are Screen Reader Accessible  |  |
| Reach out to local groups that these populations may already be involved in  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



# Hosting Meetings/Events Worksheet

This worksheet should be used for hosting any meetings/events including: focus groups, celebration ceremonies, neighborhood meetings, and town hall meetings. This worksheet will guide you through all of the items you will need to consider when planning a meeting/event. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|   |   |
|---|---|
| <p><b>Method of Engagement</b><br/>(Focus group, celebration ceremony, neighborhood meeting, or town hall meeting)</p>                      |   |
| <p><b>Goal of Engagement</b><br/>What do you hope to accomplish?</p>  |   |
| <p><b>Description</b><br/>Describe what activities will take place at the meeting/event and a brief outline of the agenda</p>               |   |
| <p><b>Date(s)</b><br/>When will the meeting/event take place?</p>   |   |
| <p><b>Location/Space</b><br/>Where will the meeting/event be held? What capacity requirements must be met? How will the space be setup?</p> | <p>**For large scale events it may be helpful to create a map with the layout of the event. Please attach the map to this document if applicable.</p> |
| <p><b># of People Engaged</b><br/>How many people do you estimate engaging with?</p>  |   |
| <p><b>Partners</b><br/>Are there any organizations that you will be partnering with?</p>  |   |

|   |                   |  |
|---|-------------------|--|
| <p><b>Goods/Services Provided</b></p> <p>Are there any amenities outside of the meeting/event activities that will be provided? (Food, drinks, childcare, etc.)</p>   |                   |  |
| <p><b>Volunteers</b></p> <p>How many volunteers will you need for the meeting/event?<br/>Will they need training?</p>   |                   |  |
| <p><b>Materials &amp; Cost</b></p> <p>What materials will you need for this activity?<br/>(Sign-in sheets, name tags, markers, pens, posters, stickers, etc.)</p> <p>How much will each item cost?</p> <p>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | 1                 |  |
|   | 2                 |  |
|   | 3                 |  |
|   | 4                 |  |
|   | 5                 |  |
|   | 6                 |  |
|   | 7                 |  |
|   | 8                 |  |
|   | 9                 |  |
|   | 10                |  |
|   | 11                |  |
|   | 12                |  |
|   | <p>Total Cost</p> |  |
| <p><b>Licenses Needed</b></p> <p>Event insurance, health regulations, etc.</p>  |                   |  |
| <p><b>Funding Source</b></p> <p>Where will the money to fund this come from?</p>  |                   |  |
| <p><b>Promotion</b></p> <p>How do you plan to promote the event? (Social media, flyers, newsletter, website, etc.)</p>  |                   |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful? (Number of attendees, etc.)</p>  |                   |  |



# Survey Worksheet

This worksheet should be used for any surveys including: mailed, online, and post engagement. This worksheet will guide you through all of the items you will need to consider when planning a survey. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|  |  |
|--|--|
| <p><b>Delivery Method</b></p> <p>How will participants receive the survey? (Online, mailed, in-person)</p> |  |
| <p><b>Goal of Engagement</b></p> <p>What do you hope to accomplish?</p>                                    |  |
| <p><b>Date(s)</b></p> <p>When will the survey be distributed?</p>  |  |
| <p><b># of People Engaged</b></p> <p>How many people do you estimate will participate?</p>                 |  |
| <p><b>Description</b></p> <p>Give a brief description of the survey and topics covered</p>                 |  |
| <p><b>Partners</b></p> <p>Are there any organizations that you will partner with?</p>                      |  |
| <p><b>Volunteers</b></p> <p>How many volunteers will you need help from? Will they need training?</p>      |  |
| <p><b>Incentives</b></p> <p>Will you offer any incentives to encourage participation?</p>                  |  |

|  |            |  |  |
|--|------------|--|--|
| <p><b>Materials &amp; Cost</b></p> <p>What materials will you need for this activity?<br/>(Online survey subscription, incentives, copies etc.)</p> <p>How much will it cost?</p> <p>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | 1          |  |  |
|  | 2          |  |  |
|  | 3          |  |  |
|  | 4          |  |  |
|  | 5          |  |  |
|  | 6          |  |  |
|  | 7          |  |  |
|  | Total Cost |  |  |
| <p><b>Funding Source</b></p> <p>Where will the money to fund the survey come from?</p>   |            |  |  |
| <p><b>Promotion</b></p> <p>How do you plan to promote the survey? (Social media, website, etc.)</p>  |            |  |  |
| <p><b>Questions</b></p> <p>List the questions you plan to ask. In parentheses next to the question, write the question format (Multiple choice, short answer, etc.)</p>  |            |  |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful? (Number of participants, amount of input, etc.)</p>   |            |  |  |





# Printed Materials Worksheet

This worksheet should be used for any printed materials that will be distributed including: flyers, neighborhood newsletters, bill stuffers, and printed public information materials. This worksheet will guide you through all of the items you will need to consider when creating these materials. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|   |  |
|---|--|
| <p><b>Method of Engagement</b><br/>(Flyer, neighborhood newsletter, bill stuffer, printed public information materials)</p> |  |
| <p><b>Delivery Method</b><br/>How will the materials be distributed? (Online, mailed, in-person, posted)</p>                |  |
| <p><b>Date(s)</b><br/>When will the materials be distributed?</p>   |  |
| <p><b>Goal of Engagement</b><br/>What do you hope to accomplish?</p>  |  |
| <p><b># of People Engaged</b><br/>How many people do you hope to reach?</p>   |  |
| <p><b>Partners</b><br/>Are there any organizations that you will partner with to make or distribute the materials?</p>      |  |
| <p><b>Volunteers Needed</b><br/>How many volunteers will you need help from? Will they need training?</p>                   |  |

|   |            |  |  |
|---|------------|--|--|
| <p><b>Content</b></p> <p>Give an overview of the information that will be included on the materials (Who, what, where, when, why, how)</p>  |            |  |  |
| <p><b>Graphics</b></p> <p>Describe the graphics or pictures you plan to put on the materials. In parentheses state whether you already have the pictures/graphics or if you still need to get them</p>  |            |  |  |
| <p><b>Creation/Design</b></p> <p>Who will design the materials and where will they be printed? What will be the color scheme and overall feel of the materials?</p>   |            |  |  |
| <p><b>Materials &amp; Cost</b></p> <p>What materials will you need to make and distribute the materials? (Tape, push pins, copies, graphic design, etc.)</p> <p>How much will it cost?</p> <p>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | 1          |  |  |
|   | 2          |  |  |
|   | 3          |  |  |
|   | 4          |  |  |
|   | 5          |  |  |
|   | 6          |  |  |
|   | 7          |  |  |
|   | Total Cost |  |  |
| <p><b>Funding Source</b></p> <p>Where will the money to fund this engagement come from?</p>   |            |  |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful?</p>  |            |  |  |



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## Press Release Worksheet

This worksheet will guide you through all of the items you will need to consider when creating a press release. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. On the back is a template that shows how your press release could be formatted.

|   |  |
|---|--|
| <p><b>Overview</b></p> <p>(Who, what, where, when, why, how)</p> <p>(How much will the project/ event cost and who is providing funding?)</p> |  |
| <p><b>Additional Information</b></p> <p>(Quotes, facts, pictures)</p>   |  |
| <p><b>Background Information</b></p> <p>(For both the project and organizations involved)</p>   |  |
| <p><b>Contact Information</b></p> <p>(Include website and social media information)</p>   |  |
| <p><b>Media Outlets</b></p> <p>Who will you be sending the press release to?</p>  |  |

## **Headline**

Most important information here. Including the who, what, where, when, why, how. Most important information here. Including the who, what, where, when, why, how. Most important information here. Including the who, what, where, when, why, how. Most important information here. Including the who, what, where, when, why, how.

Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts. Quotes and facts.

Talk about your organization and mission in general as well as background information on the project. Talk about your organization and mission in general as well as background information on the project. Talk about your organization and mission in general as well as background information on the project.

Organization Name

Address

Phone Number

Email Address

Website

Social Media



# Presentation/Tabling Worksheet

This worksheet should be used for any presentations/tabling including: briefings or community organized meetings. This worksheet will guide you through all of the items you will need to consider when planning a briefing presentation or running a table at a community event. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|  |  |
|--|--|
| <p><b>Method of Engagement</b><br/>(Briefing or Community Organized Meeting)</p>                       |  |
| <p><b>Goal of Engagement</b><br/>What do you hope to accomplish?</p>                                   |  |
| <p><b>Presenter</b><br/>What member of your organization will be presenting/running the table?</p>     |  |
| <p><b>Date(s)</b><br/>When will the presentation/event take place?</p>                                 |  |
| <p><b>Location</b><br/>What meeting/event will the member be presenting/running the table at?</p>      |  |
| <p><b># of People Engaged</b><br/>How many people do you estimate engaging with for this activity?</p> |  |

|   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
|---|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|----|--|--|----|--|--|----|--|--|------------|--|--|--|
| <p><b>Content</b></p> <p>Give an overview of the ideas or concepts that the member will be sharing/promoting (event, project, or informational topic, etc.)</p>   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Materials &amp; Cost</b></p> <p>What materials will the member need for this activity?<br/>(Presentation, promotional materials, tablecloth, sign up sheets, business cards, etc.)</p> <p>How much will it cost?</p> <p>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> <tr><td>6</td><td></td><td></td></tr> <tr><td>7</td><td></td><td></td></tr> <tr><td>8</td><td></td><td></td></tr> <tr><td>9</td><td></td><td></td></tr> <tr><td>10</td><td></td><td></td></tr> <tr><td>11</td><td></td><td></td></tr> <tr><td>12</td><td></td><td></td></tr> <tr><td colspan="2">Total Cost</td><td></td></tr> </table> | 1 |  |  | 2 |  |  | 3 |  |  | 4 |  |  | 5 |  |  | 6 |  |  | 7 |  |  | 8 |  |  | 9 |  |  | 10 |  |  | 11 |  |  | 12 |  |  | Total Cost |  |  |  |
| 1   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 2   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 3   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 4   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 5   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 6   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 7   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 8   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 9   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 10  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 11  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 12  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| Total Cost  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Funding Source</b></p> <p>Where will the money for the materials come from?</p>   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful?<br/>(Number of attendees, number of people signing up, etc.)</p>   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |



# Media Worksheet

This worksheet should be used for any media including: social media posts, television, radio, or newspaper postings, and website posts. This worksheet will guide you through all of the items you will need to consider when creating media. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|  |            |  |  |
|--|------------|--|--|
| <p><b>Method of Engagement</b><br/>(Social media, television, radio, newspaper, or website)</p>  |            |  |  |
| <p><b>Goal of Engagement</b><br/>What do you hope to accomplish?</p>   |            |  |  |
| <p><b>Date(s)</b><br/>When will the information be posted?</p>   |            |  |  |
| <p><b># of People Engaged</b><br/>How many people do you hope to reach?</p>  |            |  |  |
| <p><b>Materials &amp; Cost</b><br/>What materials will you need?<br/>(Social media account, software, etc.)<br/>How much will it cost?<br/>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | 1          |  |  |
|  | 2          |  |  |
|  | 3          |  |  |
|  | 4          |  |  |
|  | 5          |  |  |
|  | 6          |  |  |
|  | 7          |  |  |
|  | Total Cost |  |  |
| <p><b>Funding Source</b><br/>Where will the money to fund this engagement come from?</p>   |            |  |  |

|  |  |
|--|--|
| <p><b>Graphics</b></p> <p>Describe the graphics, videos, or pictures you plan to include. In parentheses state whether you already have the pictures/graphics or if you still need to get them</p> |  |
| <p><b>Content</b></p> <p>Give an overview of the information that will be included (Who, what, where, when, why, how)</p>  |  |
| <p><b>Partners</b></p> <p>Are there any organizations that you will partner with to create or share the media?</p>   |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful? (Number of likes or shares, number of people viewing or listening, etc.)</p>  |  |





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# Physical Postings Worksheet

This worksheet should be used for physical postings including: living walls and signage. This worksheet will guide you through all of the items you will need to consider when creating physical postings. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|  |  |
|--|--|
| <p><b>Method of Engagement</b><br/>(Living wall or signage)</p>  |  |
| <p><b>Goal of Engagement</b><br/>What do you hope to accomplish?</p>   |  |
| <p><b>Permanence</b><br/>Is the posting permanent or semi-permanent?</p>   |  |
| <p><b>Date(s)</b><br/>When will the posting go up and if semi-permanent, when will the posting be taken down?</p>    |  |
| <p><b># of People Engaged</b><br/>How many people do you hope to reach?</p>  |  |
| <p><b>Location</b><br/>Where will the posting go?</p>  |  |
| <p><b>Setup/Take Down</b><br/>Who will put the posting up and if semi-permanent, who will take the posting down?</p> |  |

|  |            |  |  |
|--|------------|--|--|
| <p><b>Content</b></p> <p>Give an overview of the text/information that will be included on the posting.</p>  |            |  |  |
| <p><b>Graphics</b></p> <p>Describe any graphics or pictures you plan to put on the posting. In parentheses state whether you already have the pictures/graphics or if you still need to get them</p>   |            |  |  |
| <p><b>Materials &amp; Cost</b></p> <p>What materials will you need? (Poster, markers, chalk, sign etc.)</p> <p>How much will it cost?</p> <p>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | 1          |  |  |
|  | 2          |  |  |
|  | 3          |  |  |
|  | 4          |  |  |
|  | 5          |  |  |
|  | 6          |  |  |
|  | 7          |  |  |
|  | Total Cost |  |  |
| <p><b>Funding Source</b></p> <p>Where will the money to fund this engagement come from?</p>  |            |  |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful? (Number of responses written, etc.)</p>   |            |  |  |



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## Meetings On the Go Worksheet

This worksheet will guide you through all of the items you will need to consider when creating Meetings On the Go materials. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|  |  |
|--|--|
| <p><b>Goal of Engagement</b></p> <p>What do you hope to accomplish?</p>  |  |
| <p><b># of People Engaged</b></p> <p>How many people do you hope to reach?</p>   |  |
| <p><b>Users</b></p> <p>Who will use the Meetings On the Go? (Organizations, clubs, residents, etc.)</p>  |  |
| <p><b>Documents</b></p> <p>List the documents that will be included in the Meetings On the Go Packet (Powerpoint file, flyers, posters, maps, topics to discuss, etc.)</p> |  |

|  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|----|--|--|----|--|--|----|--|--|------------|--|--|--|
| <p><b>Content</b></p> <p>Give an overview of the topics and information that will be covered in the documents.</p>   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Materials &amp; Cost</b></p> <p>Other than the documents, what materials will you need to provide the users in order for them to be successful in their meeting? (Sign-in sheets, markers, pens, posters, stickers, etc.)</p> <p>How much will it cost?</p> <p>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> <tr><td>6</td><td></td><td></td></tr> <tr><td>7</td><td></td><td></td></tr> <tr><td>8</td><td></td><td></td></tr> <tr><td>9</td><td></td><td></td></tr> <tr><td>10</td><td></td><td></td></tr> <tr><td>11</td><td></td><td></td></tr> <tr><td>12</td><td></td><td></td></tr> <tr><td colspan="2">Total Cost</td><td></td></tr> </table> | 1 |  |  | 2 |  |  | 3 |  |  | 4 |  |  | 5 |  |  | 6 |  |  | 7 |  |  | 8 |  |  | 9 |  |  | 10 |  |  | 11 |  |  | 12 |  |  | Total Cost |  |  |  |
| 1  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 2  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 3  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 4  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 5  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 6  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 7  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 8  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 9  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 10   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 11   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 12   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| Total Cost   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Funding Source</b></p> <p>Where will the money to fund this engagement come from?</p>  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful? (Number of meetings held, number of attendees, etc.)</p>  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |



# University Partnership Worksheet

This worksheet will guide you through all of the items you will need to consider when developing a University Partnership. Be as detailed as possible in your answers. Read through the prompts on the left and then write your responses in the box on the right. Use Estimated Cost of Materials Cheat Sheet in APPENDIX M for material ideas and costs.

|   |  |
|---|--|
| <p><b>Partner</b></p> <p>What university or college are you hoping to engage with? Specifically, what department, class, or student organization?</p> |  |
| <p><b>Goal of Engagement</b></p> <p>What do you hope to accomplish?</p>   |  |
| <p><b># of People Engaged</b></p> <p>How many students do you hope to engage/work with?</p>   |  |
| <p><b>Date(s)/Timeline</b></p> <p>When are you hoping to engage and for how long? (one time, semester long partnership, etc.)</p>                     |  |
| <p><b>Communication Method</b></p> <p>For longer term partnerships, how do you plan to communicate with students?</p>                                 |  |
| <p><b>Frequency</b></p> <p>For longer term partnerships, how often do you plan to meet/communicate with students/classes?</p>                         |  |

|  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|---|--|--|----|--|--|----|--|--|----|--|--|------------|--|--|--|
| <p><b>Content/Project</b></p> <p>If this is a presentation or meeting what information or concepts will you be sharing/discussing. If this is a longer term relationship, describe the project that the students will be working on.</p>   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Materials &amp; Cost</b></p> <p>What materials will you need? (Powerpoint presentation, flyers, maps, instructions, examples, etc.)</p> <p>How much will it cost?</p> <p>List materials on the left and their cost on the right. Add up the cost of all the materials in the last row.</p> | <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> <tr><td>6</td><td></td><td></td></tr> <tr><td>7</td><td></td><td></td></tr> <tr><td>8</td><td></td><td></td></tr> <tr><td>9</td><td></td><td></td></tr> <tr><td>10</td><td></td><td></td></tr> <tr><td>11</td><td></td><td></td></tr> <tr><td>12</td><td></td><td></td></tr> <tr><td colspan="2">Total Cost</td><td></td></tr> </table> | 1 |  |  | 2 |  |  | 3 |  |  | 4 |  |  | 5 |  |  | 6 |  |  | 7 |  |  | 8 |  |  | 9 |  |  | 10 |  |  | 11 |  |  | 12 |  |  | Total Cost |  |  |  |
| 1  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 2  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 3  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 4  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 5  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 6  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 7  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 8  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 9  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 10   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 11   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| 12   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| Total Cost   |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Funding Source</b></p> <p>Where will the money to fund this engagement come from?</p>  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |
| <p><b>Metrics</b></p> <p>How will you measure if you have been successful? (Number of students engaged, amount of work completed, etc.)</p>  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |    |  |  |    |  |  |    |  |  |            |  |  |  |

## APPENDIX M: ESTIMATED COST OF MATERIALS CHEAT SHEET

| Material                           | Amount  | Estimated Cost |
|------------------------------------|---------|----------------|
| Assorted Highlighters              | 12      | \$9            |
| Assorted Sharpie markers           | 12      | \$10           |
| Banner 2'x6'                       | 1       | \$55           |
| Black and White Copies 8.5"x11"    | 1       | \$0.10         |
| Brochures                          | 25      | \$25           |
| Business Cards                     | 250     | \$10           |
| Catering/Food                      |         | \$0-\$1500     |
| Clipboards                         | 3       | \$7            |
| Coffee Tote (Serves 8)             | 1       | \$15           |
| Color Copies 8.5"x11"              | 1       | \$0.50         |
| Custom Table Cloth                 | 1       | \$75           |
| Data Analysis                      |         | \$0-\$500      |
| Dot Stickers ½ inch                | 840     | \$4            |
| Event Insurance                    |         | \$100-1000     |
| Flyers                             | 100     | \$65           |
| Graphic Design/Video Production    |         | \$0-\$2000     |
| Maps or Engineering Prints 24"x36" | 1       | \$4            |
| Name Tags                          | 100     | \$7            |
| Newspaper Ad                       | 1       | \$10-100       |
| Pens                               | 60      | \$6            |
| Permanent Sign                     | 1       | \$50-\$500     |
| Postcards                          | 100     | \$35           |
| Poster 24 x 36"                    | 1       | \$30           |
| Push Pins                          | 500     | \$10           |
| Radio Ad                           | 1       | \$0-\$1000     |
| Sidewalk Chalk                     | 12      | \$2            |
| Sign in Sheets                     | 1       | \$0.10         |
| Stamps                             | 20      | \$10           |
| Stapler                            | 1       | \$10           |
| Staples                            | 5,000   | \$4            |
| Sticky Note 3"x3"                  | 12      | \$16           |
| Sticky Note Easel Sheets           | 30      | \$40           |
| Tablecloth                         | 1       | \$5-20         |
| Tape                               | 12      | \$26           |
| TV Ad                              | 30 sec  | \$200-\$1500   |
| Venue Rental                       | 1       | \$0-\$2000     |
| Website Subscription               | Monthly | \$15           |
| Yard sign 18"x24"                  | 1       | \$23           |