

Sample of Community Partnership Outreach Calendar

Week of _____

Day	Activity
Monday	Planning Day <ul style="list-style-type: none">• Plan weekly goals and targets.• Canvass the community (drive or walk it).• Determine 3–5 businesses to cold call, with names, phone numbers, etc.
Tuesday	Cold-Call Day <ul style="list-style-type: none">• Block 30 minutes for uninterrupted calls.• Prioritize which partners to call from the list.• Review talking points/10-second script (practice it).• Ensure your voice is clear and cheery—do some voice exercises.• Smile as you call—people can hear a smile even if they can't see it.
Wednesday	Field Day <ul style="list-style-type: none">• Visit 5–7 businesses in the community—bring someone for safety purposes.• Wear comfortable shoes and your school's T-shirt for branding/marketing.• Hold meetings with new and existing partners. This will keep them apprised and involved so they don't lose steam.• Send out emails with updates on activities with community partners.
Thursday	Follow-Up Day <ul style="list-style-type: none">• Email or call back any partner you met within 24 hours.• Create a file for each new partner you meet to keep copies of their flyers, brochures, collateral, etc.• Determine possible dates to set your initial partnership meetings.
Friday	Reflection Day <ul style="list-style-type: none">• Think about your "partnership successes" and chart them. When you do so, you will feel productive!• Journal any lessons learned and your next steps.

Sample of Community Partnership Outreach Calendar *continued*

Planning Day

What is your plan for the week? Who will you visit? Where will you go? You have to have a plan! Purchase a separate calendar just for community partnerships so you can schedule yourself to be visible in the community. Your visibility will mean a lot in the community because you are reaching out to build relationships and make new friends. You are also going out to learn about the community and make connections for your scholars.

Cold-Call Day

This is your day to be bold, so I need you to get a good rest the night before. You have to be on your toes and have your wits about you. You need to have the right upbeat tone, poise, and personality to come through the phone call. They should actually hear you smiling over the phone. I know it sounds crazy, but it works. Practice your 10-Second Script and block time so you will not be distracted.

Field Day

This is the most important day, because it is when you actually go out in the community. Although cold calling can be effective, nothing beats the personal touch. This includes walking neighborhoods, knocking on doors, shaking hands, visiting businesses, and initiating new relationships. Here is where you will make some real successes!

Follow-Up Day

Remembering to follow up with a new community partner is the first test you should pass. I can't tell you how many times a partner has told me that the person who was seeking the partnership never called them back. Don't make this mistake! Once you do, it is a wrap! Take time to call them, set up personal meetings, and simply thank them for their time.

Reflection Day

At the end of the week, summarize each action/task so you can take stock of what you have done. Journaling your actions is also a great idea and will also give you a sense of accomplishment. This document can be very helpful for your supervisor as well, so they know the status of your community partnership efforts.