

Establishing Outreach Goals and Objectives

Impacts

This is the change in the world you are trying to achieve with your outreach efforts. What do you want agriculture in your area to look in 5-10 years? How will farming and the environment be improved? See the worksheet **SMART Planning: Designing Effective Outcomes** for more information on how to ensure you are establishing clear outcomes.



Example: *In 5 years, 20% of farmers in my county will be using a winter cover crop in their rotation.*

Impact #1: _____

Impact #2: _____

Impact #3: _____

Outcomes

These are the specific changes you want to achieve with your efforts that will result in the impacts you identified above. These will reflect differences in your audience as a direct result of your efforts. Think of these as the necessary changes in attitudes, beliefs, or knowledge that will lead to more conservation implemented by these farmers.



Example: *More farmers will have positive attitudes toward no-till. Farmers in my area will recognize the soil health benefits of using cover crops.*

Outcome #1: _____

Outcome #2: _____

Outcome #3: _____

Next Steps

Being clear about what you are trying to achieve in both the local environment and among the audiences you work with, is a critical step in outreach planning. Keep these in mind throughout your engagement work to ensure that your activities are helping you achieve your desired goals and outcomes. See the worksheet **Planning for Outcomes** to begin designing outreach activities that will help you achieve these outcomes.