

CONVIO HOUSEFILE BUILDING - OFFLINE TACTICS GUIDE

INSTRUCTIONS

Using the list below to start identifying opportunities your organization could leverage to collect email addresses and/or drive constituents to your website to take action. Each opportunity is a “touch point” where your organization comes into direct contact with supporters and potential supporters. If you have a unique opportunity not included in the list, add it!

Then, identify at least one specific tactic that you’ll use to engage constituents for each “touch point” that applies to you. For each tactic, you should describe “What” you plan do and “When” you plan to do it.

PR Materials & Direct Mail

- Solicitations
- Newsletters
- Magazines
- Postcards
- Brochures
- Flyers
- Press Releases
- Bumper Stickers
- _____
- _____

Volunteers

- Orientation
- Meetings
- Volunteer Shifts
- _____
- _____

Staff

- Daily office interactions
- Happy Hours
- Staff picnics
- _____
- _____

Physical Locations

- Office reception area
- Schools
- Libraries
- Local Businesses/Sponsors
- _____
- _____

Events

- Annual Gala
- Luncheons
- Annual Meeting
- Public Forums/Panels
- Speaking Engagements
- House Parties
- Job Fairs
- Conferences
- Performances
- _____
- _____

Other

- _____
- _____

Tactics

Tactic #1:

What:

When:

Tactic #2:

What:

When:

Tactic #3:

What:

When:

Tactic #4:

What:

When:

Tactic #5:

What:

When:

Tactic #6:

What:

When: