

# EMPOWER COMMUNITY OUTREACH PLANNING WORKSHEET

A Practical Planning Resource for Home-Based Healthcare Providers



Use this worksheet to help your agency plan community outreach initiatives that strengthen visibility, build trust, and support long-term engagement while staying aligned with your operational capacity.

## 1 QUARTERLY OUTREACH PRIORITIES



What are the primary goals for our community outreach this quarter?

- Increase community visibility
- Strengthen referral relationships
- Educate families and caregivers
- Support volunteer engagement
- Build local partnerships
- Improve community trust
- Increase event participation
- Other: \_\_\_\_\_

TOP 3 OUTREACH PRIORITIES

Priority	Goal	Owner	Timeline

## 2 COMMUNITY PARTNERSHIP PLANNING



Organizations or Groups We Want to Connect With:

Organization	Contact	Opportunity	Follow Up

POTENTIAL PARTNERSHIP CATEGORIES

- Senior Centers
- Hospitals
- Assisted Living Communities
- Nonprofits
- Faith-Based Organizations
- Caregiver Support Groups
- Community Health Programs
- Other: \_\_\_\_\_

## 3 EDUCATION OUTREACH PLANNING



Educational Topics Our Community May Benefit From:

- Understanding Hospice Care
- Caregiver Burnout & Wellness
- Advance Care Planning
- Healthy Aging
- Family Support Resources
- Grief & Bereavement Support
- Understanding Home Health
- Other: \_\_\_\_\_

EDUCATIONAL EVENT IDEAS

Topic	Audience	Format	Target Date

## 4 COMMUNITY ENGAGEMENT OPPORTUNITIES



Potential Community Involvement Initiatives:

- Health Fairs
- Volunteer Programs
- Donation Drives
- Memorial Events
- Community Walks
- Senior Wellness Events
- Holiday Outreach Programs
- Other: \_\_\_\_\_

★ Which initiatives best align with our mission and capacity?

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## 5 CAPACITY & SUSTAINABILITY CHECK



Before launching new outreach initiatives, consider the following:

Question	Yes	No
Do we currently have the staff support needed?	<input type="checkbox"/>	<input type="checkbox"/>
Can this initiative be maintained consistently?	<input type="checkbox"/>	<input type="checkbox"/>
Does this align with our agency goals & regulations?	<input type="checkbox"/>	<input type="checkbox"/>
Will this create strain on current operations?	<input type="checkbox"/>	<input type="checkbox"/>
Do we have clear ownership for execution?	<input type="checkbox"/>	<input type="checkbox"/>

AREAS WHERE OUR TEAM MAY ALREADY BE FEELING PRESSURE

- Staff Capacity
- Documentation Workload
- Referral Volume
- Scheduling Coordination
- Communication Delays
- Admin Burden
- Other: \_\_\_\_\_

## 6 COMMUNITY PRESENCE



Rate each area from 1-5 based on our agency's current visibility and engagement.

Area	Score (1-5)
Community Visibility	
Educational Presence	
Referral Engagement	
Volunteer Involvement	
Clear Communication	
Community Partnerships	

## 7 REFLECTION

Where is our agency most visible today?

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Where are there areas to strengthen trust?

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What outreach efforts are sustainable long term?

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