**Email Outreach Documentation Worksheet**

This Worksheet will help you keep track of the actions you’ve taken during Phase 4.

**How to Measure the Reach of Your Email Campaign**

* Keep track of all email communications your team sends and who you send them to~~.~~
* If you don’t know your audience personally or know they are not a student, count them as “community members~~,~~”
* Record emails you know belong to students as “students reached.”

\*Note: If you are sending multiple email messages to the same list of email contacts, make sure you only count each contact **once.** For example, if you send two email messages to the same list of 400 PTA contacts, your total community member reach will be 400 (not 800).

**Email Campaign Outreach Materials**

* Take a screenshot of each outreach email message – only one copy of each email please – and save it in a secure location until you are ready to submit all screenshots in Phase 5.
* If you are using an email marketing website to generate your emails (like Constant Contact or MailChimp), you can send us the URL for each email.

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| **Actions Taken** |
| How many email campaign messages did your team send? | *Example: 3 email messages* |
| Did any other person or organization send an email message on your behalf? If so who? | *Example: We asked our school PTA and Lazy Acres grocery store to send our messages* |

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| **Audience Members Reached** |
|  | # Community Members Reached | # Students Reached |
| Total number of unique contacts who were sent your messages |  |  |