



Let's Get Strategic: Fine-Tuning Your Community Engagement Efforts

Personal Connection Inventory

What are some organizations that you are a part of (aside from CASA)? This could include churches, schools, hobby clubs, civic organizations, employers, etc.

Of the organizations that you listed above, are there any “ins” for recruiting CASA volunteers? This could include administrators who would be able to connect you to mailing lists, peers who might be interested in volunteering with CASA, etc. If so, list their names below so you can follow up with them at a later date.

Think about other family members, friends, colleagues, or close personal connections who might have ties to **other** organizations (not listed above) – would any of those connections be willing to help provide an introduction to someone within the organization so that you could share information about becoming a CASA volunteer or about getting involved with CASA in some other way? If so, list their name(s) and any notes below to jog your memory about connecting with them at a later date.

What Does ROI Look Like for Us?

What events have been successful for our program, and how have we defined “success”?

What are some **financial** and **profitability** indicators that are important to our program as we analyze the Return on Investment for events?

Taking Your Booth from “Eh” to “Exciting”

What are some elements of what you see in this example that you would want to eliminate/pare back?

What are some elements of what you see in this example that you would want to replicate/keep utilize for future tabling events?

Other notes for future tabling or outreach events

Misc Notes