Planning Tool 8:

**Developing an Engagement Plan**

Fill out this engagement plantemplate to map out the content, order, and frequency of outreach messages for a two-way text outreach project. Each box should contain a message, and boxes in the same chain should represent a series of texts, including responses to inquiries from the recipient. Aim to use a clear, concise message for each step. It may be helpful to invite team members who work on communications to complete this tool with your team.

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| **Project Name:** |       |
| **Message Number:** |       |

***Tip:*** *1-2 SMS per message is recommended*

* *1 SMS character limit is 160*
* *2 SMS character limit is 306*

*Initial Outreach Text Message*

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1

3

*Replies*

2

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| --- | --- |
| **Project Name:** |       |
| **Message Number:** |       |

*Follow-up Text Message 1*

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|       |

1

2

*Replies*

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| **Project Name:** |       |
| **Message Number:** |       |

*Follow-up Text Message 2*

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1

3

*Replies*

2

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| **Project Name:** |       |
| **Message Number:** |       |

*Follow-up Text Message 3*

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1

2

*Replies*

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