

USE THIS CHECKLIST:

- ✓ Every time a Decision Support Tool is presented
- ✓ At an event that may expand someone's interest in considering climate information in decision making

Why are we doing this? This process allows us to:

- ✓ Ensure important messages are conveyed
- ✓ Gather important information like sign-ups for sales kit, testing tools, etc.
- ✓ Measure intermediate outcomes such as likelihood to use tools presented in the next year

1 BEFORE THE EVENT

- Contact Jenna Klink one week before your event**
jklink@wisc.edu; 608-265-9023 (5-10 min conversation)

Jenna will prepare a customized evaluation survey for your upcoming event.

Note: it is possible to do an online post-survey if you have the attendance list and if online is preferred.

- Visit Sales Kit web page: agclimate4u.org/kit**
 - **Review** all outreach materials
 - **Download** and **customize** PowerPoint templates
 - **Watch** tutorial videos
 - **Print** sign-in sheet and selected outreach materials
 - **Contact** Melissa for bookmarks

2 DURING THE EVENT

- Pass around our sign-in/attendance sheet**
This is how attendees get added to U2U's quarterly e-newsletter list, and we also need this information for later evaluation purposes.
Note: Attendees can opt-out of newsletter on sign-in sheet.
- Describe option to receive sales kit flash drive**
Available to *any* attendee that will spread message
- Distribute short evaluation survey at end of event**
Attendees can indicate here if they want a sales kit or to test tools

3 AFTER THE EVENT

- Mail sign-in sheets and evaluation surveys to Jenna Klink**
- Add your event to the "U2U Outreach Tracking" Smartsheet**
Contact Melissa Widhalm or Jenna Klink for assistance.

CONTACTS:

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For more information,
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AgClimate4U.org

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