

**Outreach.** For the purposes of the OVS PMI, outreach events or activities are events or activities conducted by your organization or agency for the purpose of increasing awareness in the community about your services, your organization or agency, or about the crimes to which you respond.

Goal	Outcome	How Measured	How Verified
To raise awareness of the issue or of the services that you offer	Community demonstrates an increase in the awareness of the issue or of the services provided	<p>Measured by the increase in engagement of the community with your services via five measures: (1) increase in calls for service, (2) hits to your website or app downloads, (3) increased Twitter presence; (4) increase Facebook presence; (5) number of people that actively engage with you at outreach events; and (5) increase in requests for trainings or events.</p> <p>Grantees must report on all five measures</p> <p>During the preceding quarter, what was the number of:</p> <ul style="list-style-type: none"> <li>• Calls for service or information</li> <li>• Number of in-person outreach events attended by the organization</li> <li>• Unique visitors to your website</li> <li>• Number of application downloads facilitated</li> <li>• Number of Twitter followers</li> <li>• Number of Twitter impressions</li> <li>• Number of Twitter engagements</li> <li>• Facebook page likes</li> <li>• Facebook page reach</li> <li>• Facebook post engagement</li> <li>• Number of brochures or materials disseminated during the quarter</li> <li>• Number of people who actively engage at in-person outreach events</li> </ul> <p>For each measure identified, what was the:</p> <ul style="list-style-type: none"> <li>• Number during the preceding quarter</li> <li>• Number during the same quarter during the preceding fiscal year</li> </ul>	<p>Demonstration that the grantee is measuring community engagement by all five measures and demonstration that the data collected supports that which is provided to OVS</p> <p><b>Information needed from grantee:</b></p> <p><b>Grantee needs to choose 6 of the 12 possible measures on which to measure the effectiveness of their outreach. Measures need to remain consistent throughout the fiscal year</b></p>