

TRACKING FORM

What is being counted:

- Contact with individual via telephone, fax, mail, e-mail or meeting
- Meetings held
- People reached by public information and education campaign
- Project events, activities or training sessions
- People reached through project events, activities or training sessions
- Materials distributed
- Data (Use data checklist in *Community How To Guide on Needs Assessment and Strategic Planning*)

CONTACT DESCRIPTION	Number of Contacts	Date(s)
Telephone calls		
Fax messages		
E-mail messages		
Meetings		
Number of requests for information		
MEETING DESCRIPTION	Number of Times	Date(s)
Coalition or organization meeting		
One-on-one meeting		
Meeting with other community groups		
Meeting with elected official		
Meeting with potential funder		
Meeting with potential new members		
Meeting with key community group, e.g., enforcement, schools, parents, etc.		
Meeting with youth		
Meeting with member of the media		
Other		

APPENDIX 1 – Community How To Guide On...EVALUATION

Tracking Form continued

PUBLIC INFORMATION AND EDUCATION CAMPAIGN	Numbers Reached	Date(s)
News story on television or radio		
News story in newspaper		
Public presentation, e.g., speaking before students, parents, civic group, etc.		
Other		
EVENT DESCRIPTION/NUMBERS REACHED	Number of Times	Date(s)
News conference		
Attendance at legislative event (rally, hearing, etc.)		
Parent training session		
Youth training session		
Conference		
Other		
MATERIAL DISTRIBUTION	Number of Items Distributed	Date(s)
Brochure		
Poster		
Specialty item e.g., key chain, stickers, pens, pencils, etc		
Radio public service announcement		
Television public service announcement		
Campaign kit		
Tee shirts		
Report		
Booklet		
Other		