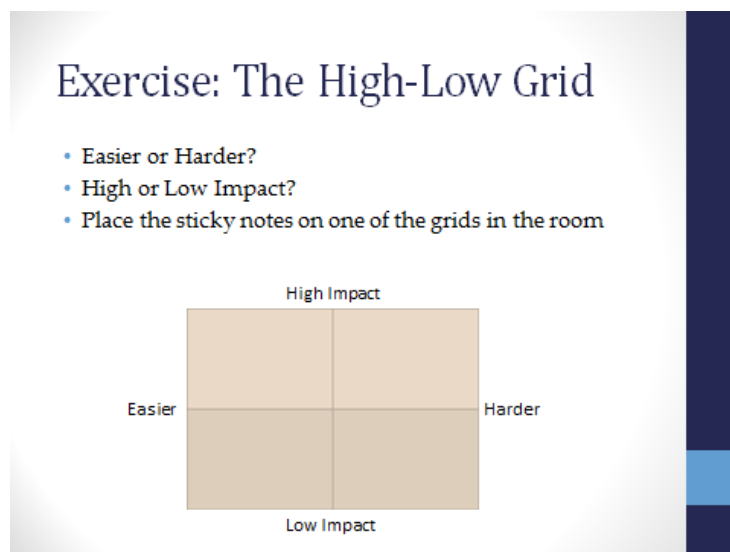


## High –Low Grid



The High-Low grid can be a useful tool to use when brainstorming with your staff about when and where to spend your time and energy. Place organizations onto the grid in regard to how much effort you will need to spend to become involved (Easy/Hard) as well as the level of impact your work will have (High/Low).

Pay close attention to the low-hanging fruit (Easy/High Impact) , for engagement activities that should be easy to fulfill; as well as those Hard/Low Impact organizations that you may choose to leave off your list at this time.

Here is an example of a High-Low Grid activity from this session. Remember; where organizations are placed in one community, may not accurately reflect where they may fall in your community.

High Impact		
Easy	<ul style="list-style-type: none"> <li>• City Council</li> <li>• Chamber of Commerce</li> <li>• Reach Out and Read</li> <li>• neighborhood watch groups</li> <li>• assisted living facilities, senior centers</li> <li>• autism society</li> <li>• Summer Food Service Program (will be harder for some depending on location)</li> <li>• A booth at the local monthly farmer's market has generated new library users for us</li> <li>• social service orgs--WIC, nurse-family partnerships, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• 4H groups - hard because I don't know anyone personally in that group</li> <li>• State government</li> <li>• police and fire departments</li> <li>• community colleges</li> </ul>
	<ul style="list-style-type: none"> <li>• school board meeting</li> <li>• schools</li> <li>• Local non-profit meetings (Lions Club, Rotary, etc.)</li> <li>• genealogical society meetings</li> <li>• habitat for humanity</li> <li>• Girl Scouts/Boy Scouts</li> </ul>	<ul style="list-style-type: none"> <li>• Elected officials - becoming one, that is!</li> <li>• local arts groups</li> <li>• Political groups - a sticky situation</li> <li>• new grassroots groups</li> </ul>
Low Impact		
		Hard