

Outreach Manager — Feature Overview

The Outreach Manager is a system that allows both volunteers and the public to understand, organize, and track nationwide outreach efforts.

It has two main parts:

1. Volunteer-side tools (private) — where each volunteer manages their own outreach lists, contacts, and email campaigns.
2. Public-facing overview — where global outreach estimates and real outreach activity statistics are displayed.

A. Volunteer-Side Features

1. Access & Navigation

- Volunteers log in and access Outreach Manager at /outreach.
- After login, they see a [Contacts] menu item inside their dashboard.
- Volunteers can only view their own lists, contacts, and campaign data.

2. Outreach Lists

Default Lists:

Family Members, Friends, Neighbors, Co-workers.

Each list includes:

- Min contacts
- Max contacts
- Location: BD or Abroad
- Method: in-person, email, text/whatsapp

Volunteers may create additional custom lists.

3. Reach Estimation (Private)

Total Reach:

Minimum Reach = sum(all min)

Maximum Reach = sum(all max)

By Location:

- BD: total min ~ max

- Abroad: total min ~ max

By Method:

- In-person, Email, Text/WhatsApp totals.

4. Contact Management

CSV Upload fields: salutation, name (required), email, phone, location.

Manual entry, edit, delete, and CSV export supported.

5. Email Campaigns

Volunteers select a list, template, and customize message.

Merge tags: #salutation#, #name#, #action# (external URL required).

Test email supported.

6. Campaign Tracking

Campaign format: Campaign__.

Shortcode-based action links: https://r/.

Campaign table includes: Name, Date, Status, Clicks, Opens, No Response, Unsubscribed.

B. Public-Facing Features

1. Outreach Estimates (Public)

Shows combined outreach min/max for all volunteers.

Breakdowns by BD/Abroad and by method.

2. Outreach Report (Public)

Shows actual outreach activity: campaigns per day/week/month, opens, clicks, no-response, unsubscribes, and trends.