



Outreach Matrix

*Through outreach, we **minimize the costs** by building sustainability, inspiring future students and mentors. We **maximize the profits** by working with local teams, increasing impact while building relationships.*

Outreach Event	Month and Year	Annual Audience	Notes
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Taking FIRST to the Streets

Audiences interact with our robot in places from maker faires to art walks, truly making STEM a homestay across our entire community.

Issaquah Art Walks	May, 2011	Unknown	
	June, 2011-2014	750	
	July, 2011-Present	10000	
	August, 2011-Present	750	FRC 4131 Guests
	September, 2011-2014	750	FRC 2976 Guests
Salmon Days	October, 2011-Present	200,000	FLL 4807, FRC 4131 Guests

Outreach Event	Month and Year	Annual Audience	Notes
Fenders on Front Street	June, 2011	7000	On Father's Day
Down Home 4th of July Parade and Kids Day	July, 2011-Present	2000	FRC 2976 and 948 Guests
Issaquah Farmer's Market	July, 2012-2013, 2015-Present	150	
	August, 2012-2013	150	FRC 2976 Guests
Microsoft Store - University Village	December, 2011	200	
Newcastle Days	September 2013-2015	2000	FRC 948 and 4131 Guests
XXX Rootbeer Electric Car Show	September 2014-Present	500	With FRC 948
Barnes & Noble Mini Maker Faire	November 2015-Present	250	
Seattle Rainmakers Half-Time Show	June, 2013	2000	Professional Ultimate Frisbee
Radio Disney Broadcasts	2012-2014	200,000	Local Radio Broadcasts

Science Fairs

We present our robots to schools across the Puget Sound, letting students get hands-on with our robots while keeping safety first!

Apollo Elementary	March, 2013-2014	576	
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Outreach Event	Month and Year	Annual Audience	Notes
Cougar Ridge Elementary	March, 2012-2014	568	
Clark Elementary	February, 2012-2014	345	
Grandridge Elementary	March, 2013-2014, February, 2015-Present	788	
Issaquah Valley Elementary	February, 2014	590	
Sunset Elementary	February, 2015	651	
Creekside Elementary	February, 2016-Present	Unknown	
Sierra Heights	January, 2012-2013	613	
Wilder Elementary	February, 2013-2015	451	On Sponsor Request

Sponsor Events

From presenting during facility tours to helping run telefunding campaigns, we give back to our sponsors in every way we can.

Decorating Downtown Issaquah For Christmas	November, 2013	N/A	
Boeing Engineering Week	February 2011-2012, 2014-2015	100	
Boeing Renton Family Day	2012	200000	2-Year Event Cycle

Outreach Event	Month and Year	Annual Audience	Notes
Issaquah Kiwanis	December, 2011, 2012-2014	20	Presentation & Demo
Issaquah Rotary	September, 2012, December, 2013, 2014	30	Presentation & Demo
Issaquah Schools Foundation	May, 2011-2012, 2014	1000	Presentation & Demo
Issaquah Schools Foundation "Calling For Kids" Telefunding Campaign	November, 2012-Present	N/A	Occurs Twice A Year
Issaquah Chamber of Commerce	October, 2011, June, 2015	35	Presentation & Demo
Triumph Aerospace	November, 2011-2014, December, 2015-Present	20	Presentation & Demo
Issaquah School District	2011, 2012	613	Presentation & Demo

School Outreach

While working with our school's news service and ASB to advertise our team, we've also worked to present at assemblies and at these events.

8th Grade Introductory Barbecue	June, 2013-Present	Unknown	Clubs and Activities Fair
Issaquah High School Clubs Fair	November, 2016-Present	2000	During School Lunches
Friday Robotics	Spring and Fall, 2011-2013	2000	During School Lunches

Key Statistic: 40-50% of female team members are active in outreach events

Outreach Event	Month and Year	Annual Audience	Notes
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Miscellaneous

Meetings With FRC 4131	October and November, 2011	20	FRC 4131 Rookies At Time
Girls Scouts Event	April, 2012	15	
Clark Elementary NXT Project	April-May, 2013	50	For 4th and 5th Graders
American Association of University Women	April, 2015	50	
STEM Science Symposium	December, 2014, January, 2015-Present	Unknown	At Issaquah Community Center