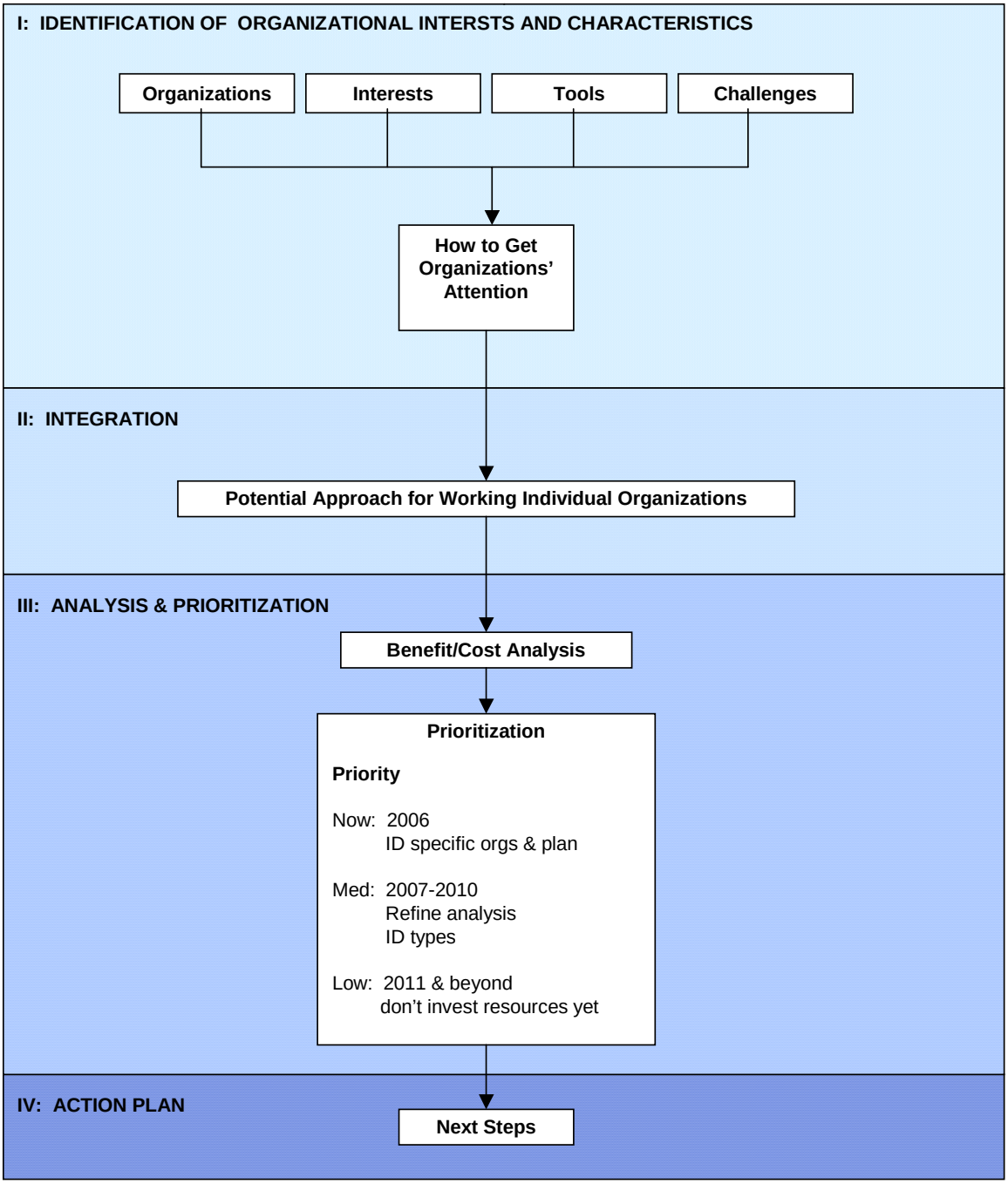Non-geospatial Organizations: Outreach Plan and Approach