Successful Strategies for Conducting Outreach

- **What Can We Do Together?**
  - There are a lot of hooks here. You can uncover them. Following up?

- **Targeted Outreach**
  - Target outreach is morally effective!
  - Referrals to different groups. Groups by people of different groups.

- **Outreach Outreach**
  - Project specific.
  - Videos can be successful. Document your Outreach!

- **Social Media**
  - Big consistent underwear, the right, on top.

- **Ferrets Out What the Right One to Use**

- **What Am I Doing?**

- **What Are the Outcomes?**

- **Creating an Experience by Youth**
  - By stimulating the 5 senses...

- **Metrics**
  - How Many?
  - How Often?

**Barriers**
- Authenticity
- Limited Pull
- People work with people.
- Programming
- Communications
- Accessing Resources

**Inclusion**
- Involvement
- Community
- Cultural

**Success**
- We need some support!
- We need more support!
- We need even more support!

**Outcome**
- Involvement
- Community
- Cultural
Neighbourhood Grants Program 2018
Outreach & Networking Top Tips

1. Outreach
   • Build rapport and relationships of trust with community;
   • Don’t be afraid to ask people how they want to receive information;
   • Get buy-in from other local groups and show support for their events/programs;
   • Meet people where they are at;
   • Schedule and set outreach targets

2. Networking
   • Lower your expectations;
   • Be yourself/authenticity is key;
   • Come prepared with things to talk about;
   • Ask open ended questions;
   • Discuss things you have in common;
   • Remember names;
   • Don’t hold back/offer up stories;
   • Be a great listener;
   • Be prepared for a lull/discuss the setting

3. Promotional Materials
   • Donation letter 2-3 months in advance
   • Save-the-date flyer 4-6 weeks in advance
   • Final flyer with sponsors and funders (no less than 3 weeks before an event)

4. Partnerships
   • Non-profit/grassroots Partnerships: Set-up meetings, find out what events exist, find out the gaps and add value to an existing event or create something to respond to a need;
   • Business Partnerships: Walk-in or cold call, ask to speak with owner/manager, PITCH your idea and what you need to make it happen;
   • Follow-up on what you have promised after a meeting;
   • Discuss gaps in funding or resources and ask partners or donors for contributions;
   • Get commitments in writing (e-mail confirmations);
   • Thank before you bank

5. Social Media
   • Use a platform (facebook or Instagram) to expand your networks and share information
   • Three quick things you can share: photos of your neighbourhood/event venue; other local events and your promotional materials
   • Don’t forget to tag/mention people you want to @ invite and use popular # hashtags when suitable

Sources:
Rediscovering Personal Networking: Michael Goldberg at TEDx MillRiver [https://www.youtube.com/watch?v=Po-QOVodPhU]
Community Engagement Toolkit: FTIAN (September, 2017)