

## Using Outreach Tools: A Resource Sheet

OUTREACH TOOL	ADVANTAGES	DISADVANTAGES	BEST PRACTICES
<b>Bulletin Boards</b>	<p>Can install by an entrance or other high visibility area in a park</p> <p>Can repeatedly post flyers &amp; calendars</p> <p>Can post on other bulletin boards at high traffic areas</p> <p>Great for promoting a specific event or meeting</p>	<p>Usually need funds to purchase them (price range \$200-500)</p> <p>Group usually responsible for maintenance if they do purchase them (i.e. must remove graffiti, deal w/other vandalism)</p> <p>If bulletin board doesn't belong to the group – must re-post flyers and other materials often since other people will post their info as well</p>	<p>Post &amp; Re- post your information so that it's always prominent on the bulletin</p> <p>Install the bulletin board in a high traffic/highly visible areas in your park</p> <p>Supplemental – used best in conjunction with other forms of outreach</p>
<b>Phone Bank/ Cold Calling</b>	<p>Can reach many people/institutions in a relatively short period of time</p> <p>Can generate list of individuals/institutions interested in supporting your group</p> <p>Can be a first step in establishing a relationship with potential partners</p> <p>Allows for interaction</p> <p>Phone banking is a great bonding experience for members/volunteers</p> <p>Can create a “phone tree” for those people who cannot come together to participate</p>	<p>Takes research to generate initial contact list of you don't have one</p> <p>There's a higher percentage of “No”s to “Yes”s</p> <p>If you don't create your own, you might have to pay for an initial list</p> <p>People need training and good communication skills</p>	<p>Be enthusiastic on the phone</p> <p>Start early, a few weeks before the activity</p> <p>Don't forget the follow up a few days before the activity</p> <p>Take shifts and break up the number of phone calls to manageable bits</p> <p>Plan to phone bank for an hour or two</p> <p>Right a strong phone “rap”</p> <p>Provide encouragement to callers</p> <p>Keep list “warm”</p>

<p><b>Canvassing (going door to door)</b></p>	<p>Can reach individuals/residents who might not get reached by other outreach methods</p> <p>Effective way to identify a community issue or people's interest in your issue</p> <p>Can have focused one on one conversations with neighbors about your issue/mission</p> <p>Gets people familiar with the community by walking around in it</p> <p>It's a great bonding experience for members</p>	<p>Canvassing is time consuming – must set aside time for walking around neighborhood and explaining your issue to each person you talk to.</p> <p>People may not want to talk to you - there's a higher percentage of "No"s to "Yes"s</p> <p>Be aware of safety issues</p>	<p>Prepare a 1-2 min "talk" about your issue</p> <p>Go with a buddy- it's fun and safer</p> <p>Break target neighborhood into manageable sections – spend about 1-3 hours on the canvass</p> <p>Start canvassing your neighborhood at least a month before your activity</p>
<p><b>News conferences &amp; stories</b></p>	<p>Builds relationships with local media – makes them more likely to cover future events</p> <p>High visibility for events /high profile meetings</p> <p>It's free exposure</p> <p>Huge audience</p>	<p>Media might not pick up the story</p>	<p>Send press advisories or releases to local media a few days before the event</p> <p>Call media to follow up the day before to get confirmation on their attendance</p> <p>Call media after event (they might want a story even if they didn't show up)</p> <p>Collect articles if the story is printed (they make great supplementary information when you fundraise)</p>

<p><b>Posters &amp; flyers</b></p>	<p>High, constant visibility</p> <p>Can be relatively cheap outreach materials</p> <p>Can be easy to produce by the group</p> <p>Handing out flyers (leafleting/flyering) gives you a chance to interact with community people</p>	<p>No way of knowing who is interested unless they contact you or show up – no good way of doing follow up</p> <p>Get ripped down or posted over often, esp. in high visibility areas</p> <p>Subject to weather degradation so they don't last long</p> <p>If you post flyers or posters in an illegal place you can get fined</p>	<p>Start posting flyers and posters about 4-6 weeks before your activity</p> <p>Escalate flyering and/or postering – post a few and then post more as the date of activity gets closer</p> <p>Remember the 10% rule of thumb – how ever many flyers/posters you put up expect to get 10% of that number to attend – you must usually do more outreach than the expected number of people to attend</p>
<p><b>Public Service Announcement (PSA)</b></p>	<p>High, constant visibility</p> <p>Can reach non local people Most often it's free exposure</p>	<p>No way of knowing who you are reaching unless they identify themselves to you</p> <p>Takes time to create your PSA</p> <p>Very little details are in a PSA – you have to convey lots information in a very short time period</p>	<p>Use PSAs as a supplement to other forms of outreach – should not be used on its own</p> <p>Broadcast a week or two (at the most before your event)</p> <p>Use for publicizing large events (concerts, festivals, etc)</p>
<p><b>Letter to the Editor/Op-Ed</b></p>	<p>Op-ed pages are one of most widely read sections of the paper</p> <p>It's a forum to explain in detail your mission/issue &amp; introduce your group to a large audience</p> <p>It's free exposure</p>	<p>Paper might not publish your Letter to the Editor or write an Op-Ed</p>	<p>Know the editorial board's deadlines</p> <p>If there is an issue/article in the paper that's related to what your group is doing, try to link that with your Letter to the Editor – it's more likely to be published.</p> <p>If your letter gets printed have some members or volunteers write additional letters responding to the initial letter (it's like a hard copy high visibility message board)</p>

<b>House Parties</b>	<p>Good way for group members to socialize</p> <p>Good way for new members and old members to socialize</p>	<p>House parties are more social – not usually the best event to host if you want to do lots of work</p>	<p>Hold house party after a particularly demanding project (chance to unwind and have fun together)</p>
<b>Community Presentations</b>	<p>Good opportunity to explain your group's goals/mission to a captive audience</p> <p>Gives your group's representatives a chance to get acquainted with consistently active community members</p> <p>Good recruitment ground</p>	<p>Could be time consuming</p> <p>Your issue is one of many</p>	<p>Leave time for a question/answer session</p> <p>Be aware of meeting schedules</p> <p>Bring materials ( flyers, calendars, etc)</p>
<b>Ads in local papers</b>	<p>High, constant visibility</p> <p>Reach broad constituency of local community</p> <p>Builds relationship with local media</p>	<p>There's usually a fee</p> <p>No way of knowing who you are reaching unless they identify themselves to you</p>	<p>Be aware of paper's deadlines</p> <p>Place ad a week or two before activity</p> <p>Ad should be clear &amp; concise</p>
<b>Banners</b>	<p>High on site visibility</p> <p>Can advertise the group and/or group's activities</p>	<p>Could be expensive</p> <p>No way of knowing who you are reaching unless they come your event or call you</p>	<p>Install a banner a week or two before the event near the location of the event (if that's possible)</p> <p>Make sure banner is visible on the day of your event</p> <p>Banner should have contact info in addition to date/time/place information</p>

<p><b>Email blasts &amp; Mailing lists</b></p>	<p>Reach large numbers of people at one time</p> <p>Can attach flyers to email blasts</p>	<p>People rarely respond back to you from email blasts – you may need additional one on one follow up</p> <p>Difficult to do if you don't already have an established contact list</p> <p>Mailing lists are time intensive – Mailing lists cost money ( you might have to pay for postage) mailing lists also need additional one on one follow up</p>	<p>Start sending out email blasts about a month before your event, meeting, etc.</p> <p>Since regular mail takes time to get to people, sent out mailing 4-6 weeks before your event</p> <p>Follow up in both cases to confirm if people received the information</p> <p>Do another email blast day before the event</p>
<p><b>List-serves &amp; Web site posting</b></p>	<p>Ability to communicate with large number of people at the same time</p> <p>List-serves &amp; web sites can have specific interests; can tap into a ready made population of potential supporters</p> <p>Posting on the web allows groups to reach large numbers of people at the same time</p>	<p>Follow up is difficult with web-site postings</p> <p>No way to know if many people are seeing the website</p>	<p>You can either start a list serve for your group or join one</p> <p>If you want to post for your event follow the suggestions for flyering and posting</p>
<p><b>Tabling</b></p>	<p>Gets community familiar with your group</p> <p>Good place to use sign-in sheets to generate contact list</p> <p>Can share information about your group (calendars, brochures, etc.) in a public space</p> <p>You can meet regular park/green space users and discover what their concerns are</p> <p>Is a mobile office for your group</p>	<p>Getting the supplies and then bringing them to the site of the tabling</p> <p>Can't always table everywhere – sometimes you need permission</p> <p>Get more “no”s than “yes”s- not everyone will stop at your table</p>	<p>Set up near high traffic area or near group's activities</p> <p>Have lots of information ready to hand out</p> <p>If you are tabling as part of some general outreach plan – try and table in the same spot so people will begin to recognize you</p> <p>Have one person sit at table and then have other volunteers float around the table</p> <p>Post materials that identify the group ( i.e. banners)</p>

<b>Sign-in Sheets</b>	Generates contact list Find out which outreach methods have been the most successful for your group	Easy to forget to use	Put out a sign in sheet at all your events, meetings, projects. This is your list of interested individuals  Remember to include space for all the ways people can be contacted (email, mailing address, phone #s etc.)  On the sign in sheet – if possible add space for people’s interests and how they found out about the group ( this is a good way to track which outreach methods were successful)  Don't just throw it in a corner; do follow up
<b>Newsletters Brochures &amp; Pamphlets</b>	Informs community about your mission/goals/projects	Costs money and can take lots of time to produce	Always have at events and tabling
<b>Calendar</b>	Informs community about upcoming events, meetings, projects well in advance	Costs money and can take lots of time to produce	Always have at events and tabling
<b>One on One/networking</b>	High quality engaging allows for greatest amount of info/ feedback to be exchanged	Time consuming – you do not reach a lot of people	Use as often as possible.  Every encounter becomes an outreach opportunity