

EFFECTIVE OUTREACH TOOLS & "HOW-TO" TIPS

Reaching out to new members is an ongoing task for groups working in parks. Unfortunately, groups often find themselves relying solely on a few well-worn methods of outreach, putting up flyers on the same telephone poles, or calling the same lists of people. Outreach should be an ongoing investment, and pays itself back in new members, new resources, and new ideas. Below is a "kit" of various ways to reach out to new members of your community to find "fresh blood" for your organization.

OUTREACH TOOLS:

- Ads in local papers
- Banners
- Brochures
- Bulletin boards
- Mailing lists
- Newsletters & publications
- Tabling
- Email blasts
- List-serves/Web-site postings
- House parties
- Letter to the Editor/Op-Ed
- Public Service Announcement (PSA)
- Canvassing
- News conferences
- Posters & flyers
- Calendars
- Phone bank/Cold Calling
- Sign-in Sheets
- Community Presentations
- One on one/Networking

"HOW-TO" TIPS

1. Set realistic goal of how many people you want to reach and the amount of resources your group has to do the outreach.
2. Remember the 10% rule of thumb in outreach– how ever much outreach you do, expect a 10% return (i.e. if you want 200 people to attend a concert then you should expect to reach out to about 2000 people).
3. Assign tasks to appropriate people.
4. Do not be discouraged by "no" – try to figure out how to tailor your requests and pitches to your target audience.
5. Always follow up and follow through.
6. Use visuals (i.e. flyers, postcards, and banners) that are clear, concise, and contain your group's name, contact information, date, time and place of the event. Put the most important information at the top or in the largest font but avoid "visual clutter."
7. Be sensitive to deadlines for press releases and advances, web postings, and PSAs.
8. Be respectful of appropriate places to put your flyers, banners, etc.
9. Be respectful of the neighborhood and community.
10. Create a timeline to allow enough time for all tasks to be completed.