

Grassroots Methods to Diversify Your Outreach



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Today's Agenda

- About CEP
- Preparing for Success: - Is your organization culturally competent?
- Creating a Plan:
 - The Who and the Why
 - Crafting the Message and Evaluation
 - The How and Timeline
- Conclusion – Q&A

CEP Programs and Services

Education & Outreach

- **Do-it-Yourself Workshops**
 - **Home Weatherization**
 - **Lead Poisoning Prevention**
 - **Lead-Safe Home Projects**
- **Consulting & Training Services**
 - **Energy Educator Training**
 - For nonprofits who need help creating or improving upon community services
 - **Renovation, Repair, and Training**
 - Certification for contractors who disturb lead paint

In-Home Services

- For Income-qualified senior citizens and people with disabilities who cannot attend workshops or install materials
 - **In-Home Weatherization Program**
 - Full-service installation of draft-stopping weatherization materials
 - **Emergency Home Safety Repair Program**
 - “Quick-Response” small repair service (e.g. grab bars, railings, smoke detectors, etc.)

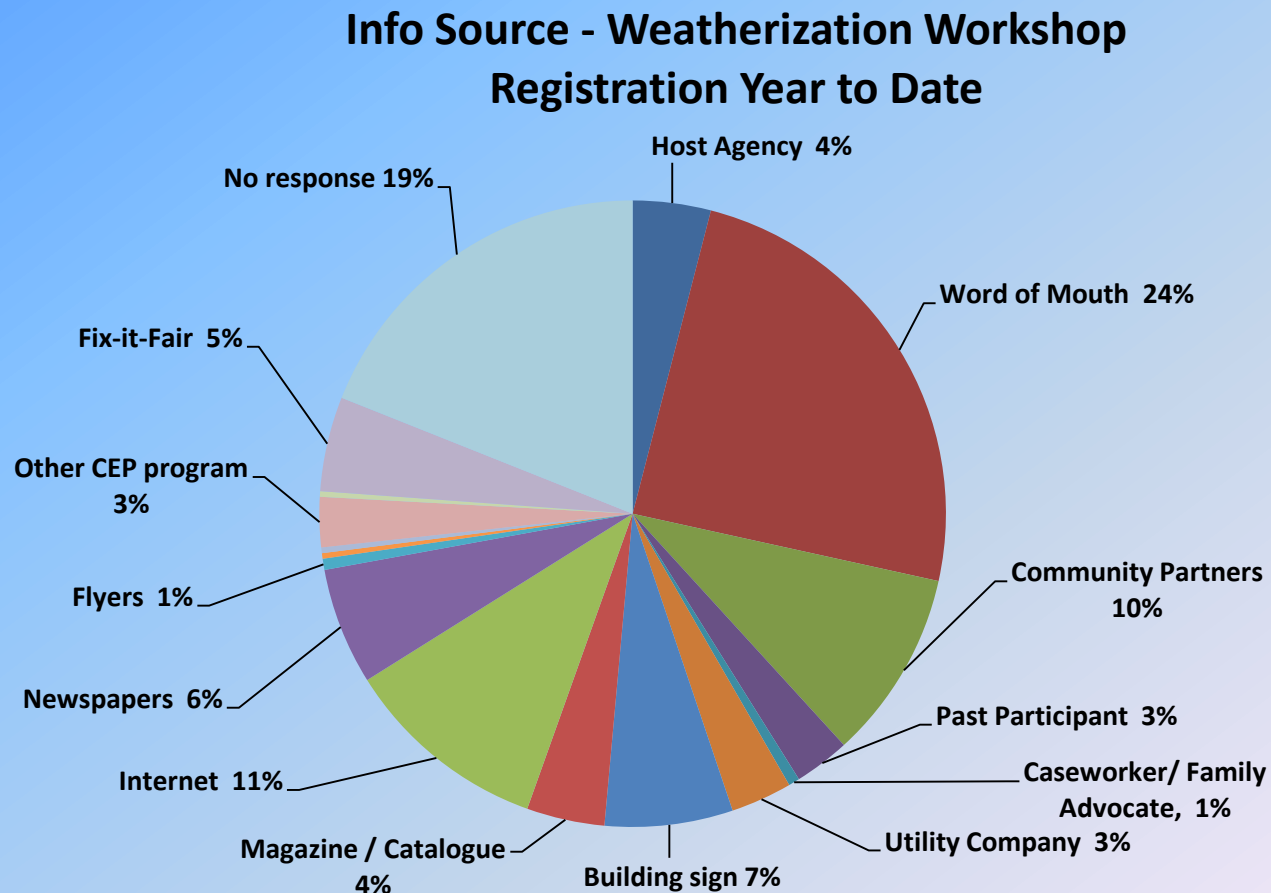
Planning for Success:

Is your organization culturally competent?

Cultural competence refers to an ability to interact effectively with people of different cultures. Cultural competence comprises four components: (a) Awareness of one's own cultural worldview, (b) Attitude towards cultural differences, (c) Knowledge of different cultural practices and worldviews, and (d) cross-cultural skills. Developing cultural competence results in an ability to understand, communicate with, and effectively interact with people across cultures.

Wait – what does this have to do with outreach?

- The core of grassroots outreach is relationships.



Preparing for Success

- Is there buy-in from everybody?
- Prepare for Challenges
 - Training, Tools, and Clear Expectations

Intern Orientation

Cultural Competency Training

- Working with people with disabilities
- How to overcome language barriers
- Getting around low-income stereotypes
- Keeping calm when others are in crisis



The 10 Commandments of Communicating with People with Disabilities

1. Speak directly rather than through a companion or sign language interpreter who may be present.
2. Offer to shake hands when introduced. People with limited hand use or an artificial limb can usually shake hands and offering the left hand is an acceptable greeting.
3. Always identify yourself and others who may be with you when meeting someone with a visual disability. When conversing in a group, remember to identify the person to whom you are speaking. When dining with a friend who has a visual disability, ask if you can describe what

Some of CEP's Methods

- We train all staff and interns regularly
- Assume the best about people
- Create a warm and welcoming environment
- Make interviews/ job openings accessible
- Accommodate children
- Address compassion fatigue

Yikes! →



Improve your Cultural Competency

- National Association of Oregon (Formerly TACS)
 - *Nonprofitoregon.org*
- Center for Intercultural Organizing
 - *Interculturalorganizing.org*
- The Multicultural Advantage
 - *Multiculturaladvantage.com*
- Compassion Fatigue Awareness Project
 - *Compassionfatigue.org*

Creating an Outreach Plan

Groups that need new / special marketing attention not met by standard outreach methods

Who?				
Why?	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••
Messages	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••
Evaluation	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••
How?	<ul style="list-style-type: none">••••••	<ul style="list-style-type: none">••••••	<ul style="list-style-type: none">••••••	<ul style="list-style-type: none">••••••
Timeline	<ul style="list-style-type: none">•	<ul style="list-style-type: none">•	<ul style="list-style-type: none">•	<ul style="list-style-type: none">•

Create an Outreach Plan

- The Who and the Why
- Crafting the Message and Evaluation
- The How and Timeline

The Who and the Why?

- What does “diversify” mean?
 - Race, ethnicity, gender, sexual orientation, income level, military background, age, physical ability...
 - Who are you trying to reach?
- Why do you want to reach these new groups?
 - Service gaps, contract goals, organizational health, unique skill sets, etc.

5 Minute Activity: Who & Why

- Grab agency partners or a neighbor
- Fill in the “Who” and “Why” portion of your plan for at least one column



Filling in your Plan: Who & Why

Who?	Donors	Fee-For-Service Customers	Bicultural Volunteers	Lents Urban Renewal Area Clients
Why?	<ul style="list-style-type: none">• Increase Funding• Increase Network• Recognition	<ul style="list-style-type: none">• Increase Funding• Serve community outside of Portland• Recognition	<ul style="list-style-type: none">• Diversify Volunteers• Consistent language interpretation• Serve new communities	<ul style="list-style-type: none">• Serve new populations• Meet contract goals• New partnerships

Crafting the Message

- Reaching new audiences
- Researching your target group
- Government barriers
- Solutions



Reaching New Audiences

- Translation is needed among English speakers
- Learn about the audiences you're trying to reach
 - Ask experts and partners (IRCO, NAYA, PEGI, Hacienda)
 - Be aware of compassion fatigue and internalized stereotypes
 - People may surprise you. What assumptions are you making about the people you're trying to reach?
 - Always remember that generalizations are just that. They don't apply to everybody within a group

The Government Barrier

- Remember, different communities have been through a lot from our government and theirs...
 - Genocide and War (PTSD)
 - Invasive Surveillance
 - Racial Profiling from police, judges, social workers, doctors, etc.
 - You're often required to answer invasive questions to participate in government programs

Solutions

- Creating relationships with nonprofit organizations that people trust
- Understanding your target group
- Explaining why you need to ask personal questions and what's done with the information

Is your Service Wanted/Accessible?

- Survey your Clients – do they like your service?
- Meet people **where** they are (CEP was at 94 locations for 130 workshops last year)
- ... and **when** they're available (weekends and evenings)

Surveys

I. Anonymous Feedback after the Workshop

➤ Workshop Content

- 93% Clear and Easy to Understand
- 87% The right amount of information
- 94% Extremely useful
- 31% Useful

➤ Why they Came

- 72% Save money on energy bills
- 46% Stay warmer
- 46% Conserve energy resources

Participant comment:

“I FEEL REALLY GOOD ABOUT COMING TO THE WORKSHOP, I LEARNED A LOT”.

II. Follow Up Surveys by Telephone (several months after)

➤ 16% - 122 of 740 participants said:

- 100% Worth their time attending
- 86% Saved money
- 94% More comfortable
- 70% Changed daily routines and habits
- 93% Recommend CEP workshops

Participant comment:

“Great help, house was freezing, helped a lot ”.

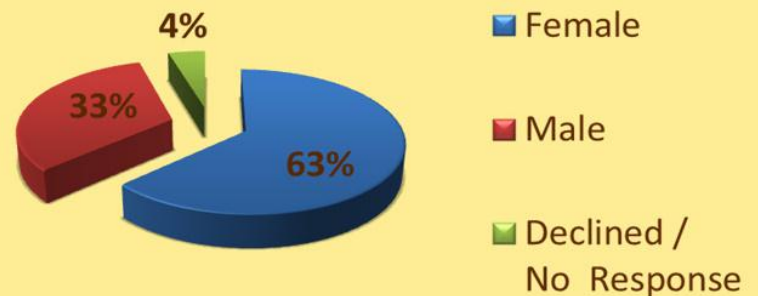
Evaluation: Track your Data

- How do you measure success?
 - Contract goals met, clients served quickly, survey results, demographics, etc.
- Surveys can be a great tool, but can lead to circular reasoning. Be crafty and recognize limitations.

Race / Ethnicity

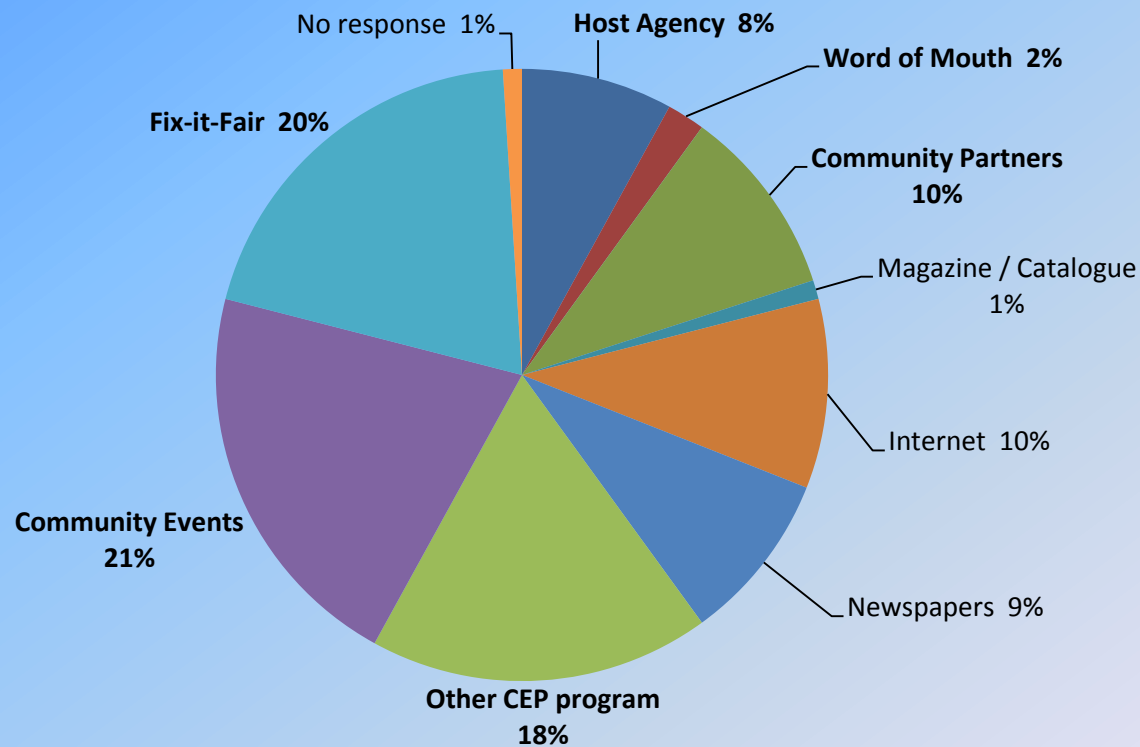


Gender

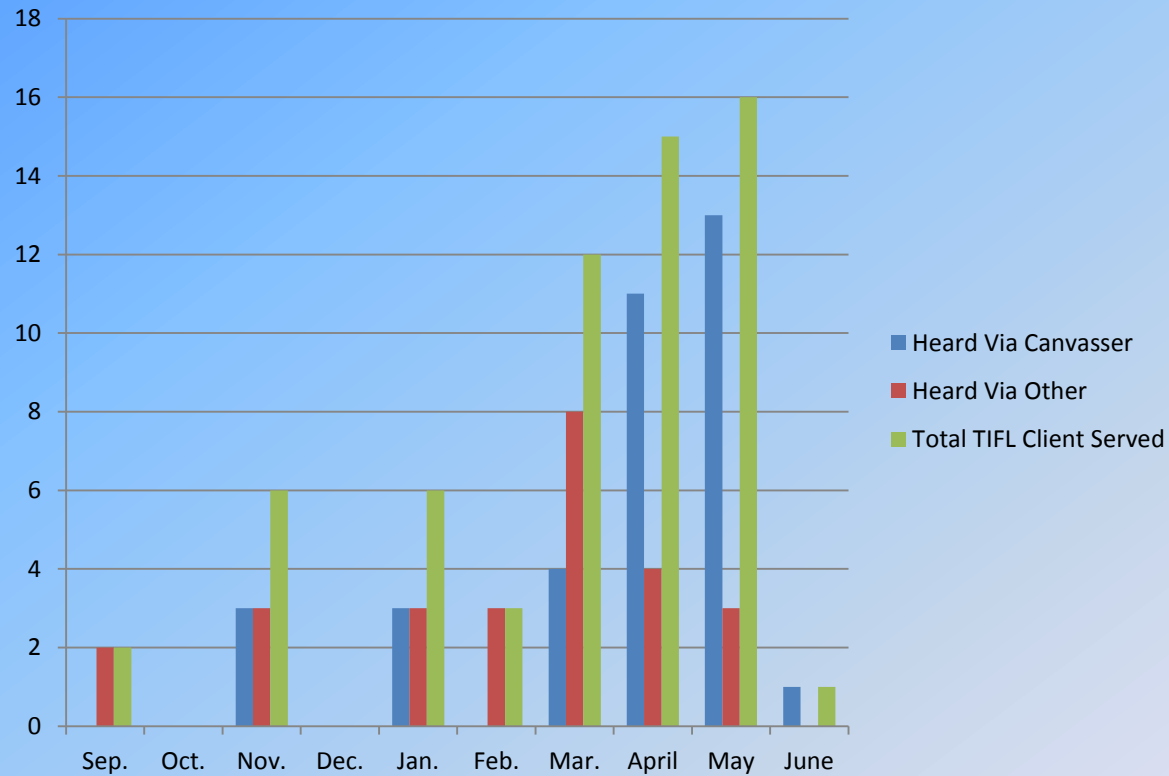


Evaluation

Info Source Water to the Weather Participants

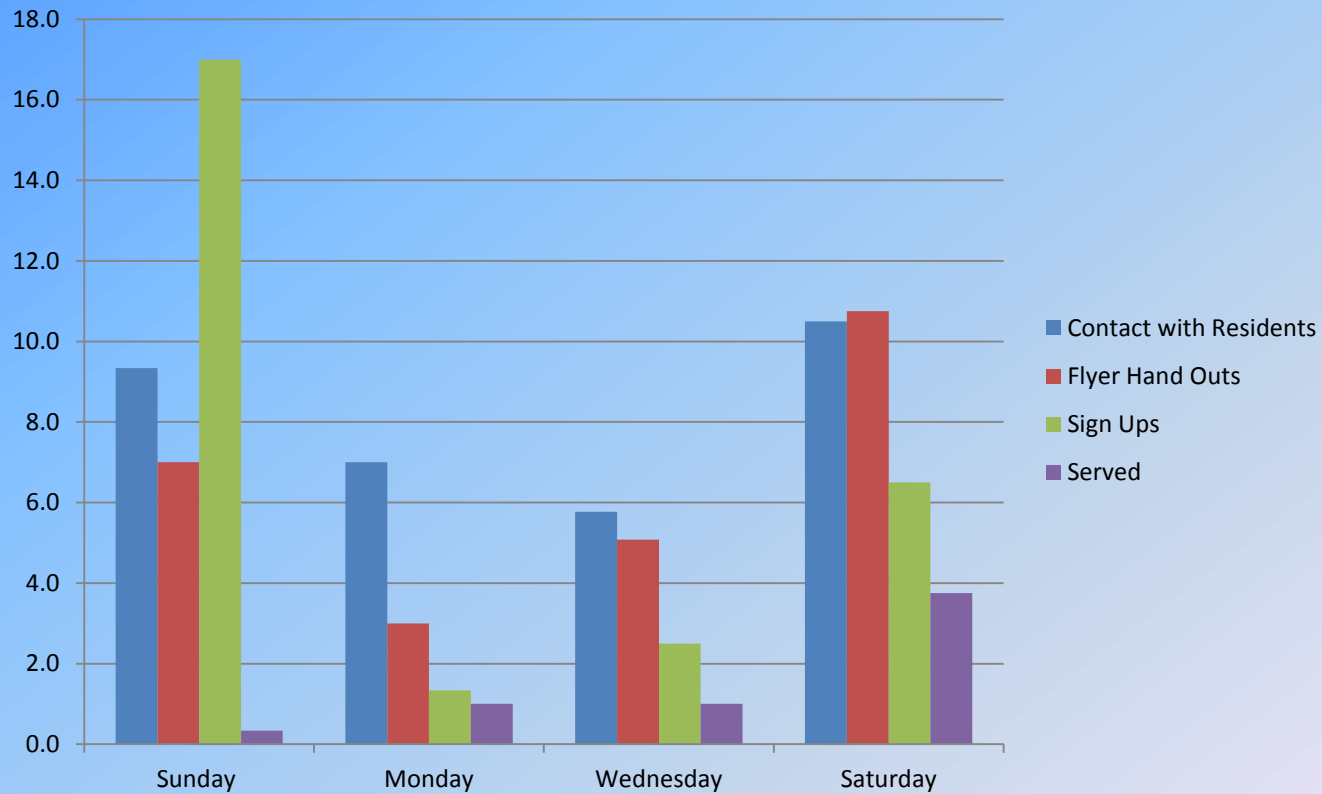


Introducing New Outreach



Planning for Future Activities

Canvassing Activity on Average by Day



10 Minute Activity: Message and Evaluation

- Somebody you DO NOT know
- Fill in the “Message” and “Evaluation” portion of your plan for at least one column



Creating a Plan: Message & Evaluation

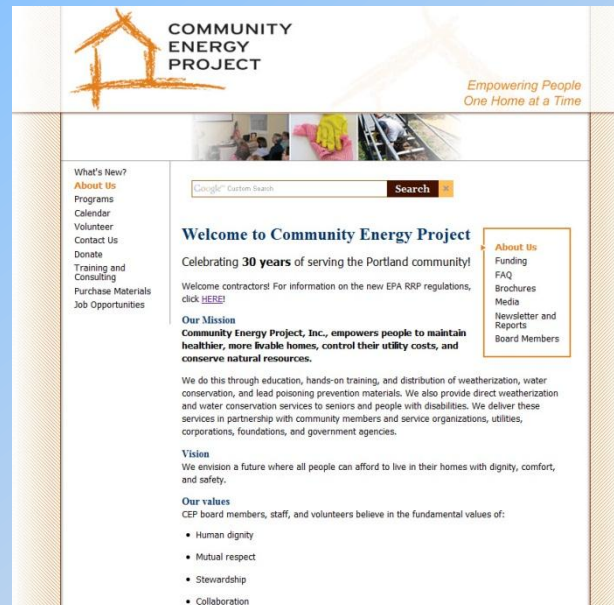
Who?	Donors	Fee-For-Service Customers	Bicultural Volunteers	Lents Urban Renewal Area Clients
Message	<ul style="list-style-type: none"> Your dollar goes a long way at CEP Help local community (keep money local) We're unique Empowerment is lifelong, materials last for years 	<ul style="list-style-type: none"> Save Staff Time = Save \$\$ Get the tools you need to be more effective Why reinvent the wheel? We have 30+ yrs experience 	<ul style="list-style-type: none"> Learn new skills / resume building, community education Serve YOUR community! Help ppl who wouldn't get it otherwise 	<ul style="list-style-type: none"> Save Money Maintain Independence Free, Respectful Service Renters and homeowners are eligible Products last for years
Evaluation	<ul style="list-style-type: none"> Increased Donations Accurate records Visits to Donation Page Information Source 	<ul style="list-style-type: none"> Increased Customers Increase revenue Reputation momentum Info Source 	<ul style="list-style-type: none"> Vol Demographics Diversify our clients Info source 	<ul style="list-style-type: none"> Info Source Steady client flow Clients served faster / Contract met sooner

The How

- Avoid “Shiny Object Syndrome”
- Inventory your resources
 - Printing / mailing lists
 - Volunteers / interns
 - Staff members
 - Transportation
 - Incentives (bus passes, hospitality, etc.)
 - Multi-lingual materials?
 - Technology & software
- What’s happening right now?

Web-Based Outreach

- Diversify and Interconnect Your Outreach
- Viral/Social Marketing
- Blogs



Community-Based Outreach

- Community Events
- Targeted Presentations
- Canvassing
- Brochures and Flyers



Reaching New Partners

- Partners are valuable
- Do your research
- Know what you want
- Offer something in return
 - Funding for staff time, mutual outreach, write an article, etc.



10 Minute Activity: The How and the Timeline

- Find somebody new
- Fill in the “How” and “Timeline” portion of your plan for at least one column



Creating a Plan: How & Timeline

Who?	Donors	Fee-For-Service Customers	Bicultural Volunteers	Lents Urban Renewal Area Clients
How?	<ul style="list-style-type: none"> • Newsletter / Website • Databases/Recordkeeping • Increase training - WVDO • Relationship Building • Fundraising Event • OMEN VISTA Support 	<ul style="list-style-type: none"> • Constant Contact • Internet/Website • Partner Agencies • Events • Targeted e/mailings • OMEN VISTA Support 	<ul style="list-style-type: none"> • Partner Agencies – job training, colleges, • Internet / Website • Encouraging one-time volunteers to make larger commitment 	<ul style="list-style-type: none"> • Canvassing • Partners / Relationships • Print publications • Word of Mouth / Neighbors (increase branding on-site)
Timeline	• Summer/Fall 2011	• Winter 2011	• Fall 2011	• Summer/Fall/Winter 2011

Questions?

