

**Building Momentum  
through  
Community Outreach**

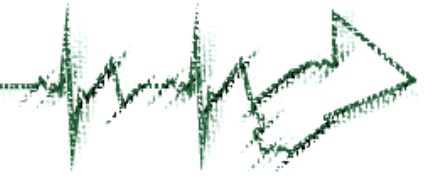


# Training Agenda



- Welcome
- Training Objectives
- Community Outreach Methods
- Preparing and Presenting
  - Strategies for Success
  - Presentation Logistics
  - Additional References

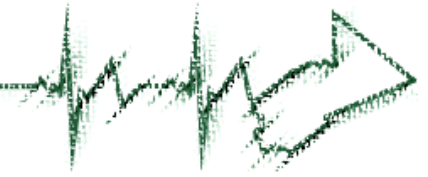
# Welcome!



- **Introductions**
  - Name
  - Biggest Fear
  - Presentation Experience/Comfort Level
- **Housekeeping**
  - Silence cell phones
  - Restrooms
  - Emergency exits
- **Questions and Answers**



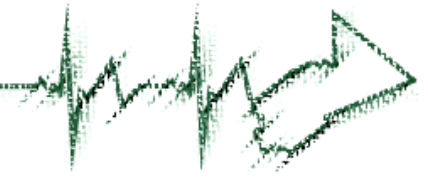
# Training Objectives



## Training participants will...

- Have a basic understanding of four primary methods of community outreach
- Be able to identify five key strategies for planning and conducting an effective community outreach presentation
- Understand the logistical details to address when scheduling a presentation to a community group

# Types of Community Outreach



More Personal – Greater Impact

Face to Face Meetings

Educational Presentations and Forums

Tabling or Leafleting Events

Mass Media and Social Networking

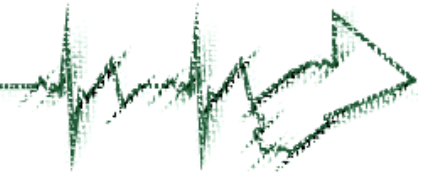
To develop community support and recruit partners...

More People – Greater Reach

**To select a tool, consider this...**

- What's the goal?
- Who's the target?
- How can we reach the target?
- What are the barriers?
- Can we do it?

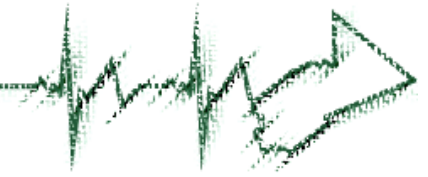
# Preparing and Presenting



- Prepare
  - Set the outreach goal(s)
  - Identify the target audience
- Present
  - Make it matter
  - Engage the audience
  - Call for action

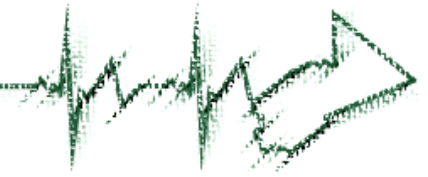


# Set the Outreach Goals



- What do you want to accomplish?
  - What do you want to be different?
  - What do you want to see happen afterwards?
- Examples
    - Raise awareness about a problem or issue
    - Generate support for a solution and tap into a group's power of influence
    - Recruit active volunteers and partners
    - Start a ripple effect of spreading the message

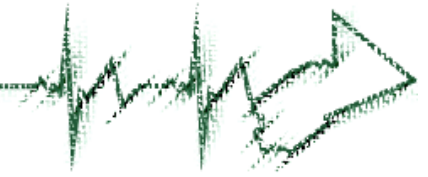
# Identify the Target Audience



- Who has the power to affect change?
  - Who cares or should care about the issue?
  - Who knows about the issue or a solution?
  - Is the target audience accessible?
- Examples
    - Health Coalitions
    - Neighborhood Associations
    - Key opinion leaders
    - Decision makers



# Make it Matter



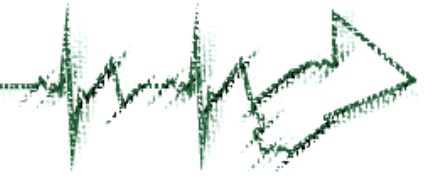
- **Research the coalition in advance**
  - Mission, goals and priorities
  - Issues, barriers or political pitfalls
  - Membership size and makeup
  - Basic organizational structure (sub-committees, action teams, etc.)
- **Build a bridge to connect issues**
  - How would your goal support their mission?
  - What resources offer mutual benefit?
  - Are there opportunities to strengthen membership through collaboration?

# Engage the Audience

- **Make it personal**
  - share a story or visual about why you care
- **Plant passion**
  - be expressive and speak from the heart
- **Start early**
  - work to win the audience as they come in
- **Stay warm**
  - happy body language and big smiles
- **Be yourself**
  - don't limit yourself to the slides
- **Keep it simple**
  - stick to the main points



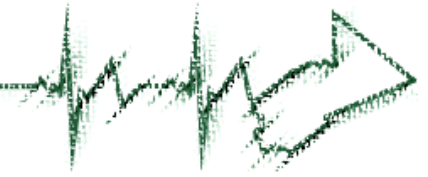
# Call for Action



- What can the audience do
  - Today!
  - Tomorrow...
  - Next Month?
- Gather contact info for individual campaign volunteers
- Establish specific next steps
  - Sign a letter or adopt a resolution of support
  - Identify opportunities for other presentations
  - Extend an invitation to a scheduled campaign event
- Make things easy with templates and technical assistance
- Follow-up on next steps

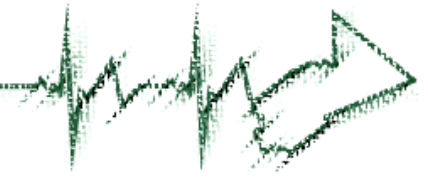


# Presentation Logistics



- **Get the Details**
  - When and where?
  - How much time?
  - How many people?
  - What type of room setup and equipment?
    - Equipment, sound, screen, projector...
- **Ask for Advice (from the coalition coordinator)**
  - What type of presentation and handouts are preferred?
  - How formal is the group?
- **If you want to collect information, bring a sign-up sheet**

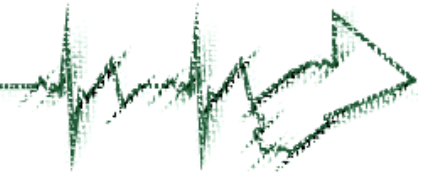
# Presentation Pitfalls



- **Technology Terrors**
  - Never rely on another facility's internet connection
  - PowerPoint slides may look different on different computers
  - Small rooms don't work well for projectors and screens
  - Always have some sort of handout in case the computer gods hate you
- **Follies and Flexibility**
  - Agendas may change (or not even exist)
  - Other speakers may run over time limits
- Things may go wrong. Just have fun, share your message and make friends.  
*What's the worst that could happen?*



# Additional References



- **Skills Workshop**
  - [www.skillsworkshop.net](http://www.skillsworkshop.net)
- **“Why Bad Presentations Happen to Good Causes”**  
*Andy Goodman and Cause Communications*
  - [www.thegoodmancenter.com/Uploads/PDF/Why\\_Bad\\_Presentations\\_Happen\\_to\\_Good\\_Causes.pdf](http://www.thegoodmancenter.com/Uploads/PDF/Why_Bad_Presentations_Happen_to_Good_Causes.pdf)
- **“How to Engage Your Audience and Keep Them with You”**  
*James Helmer, Oral Communication Center, Hamilton College*
  - [academics.hamilton.edu/occ/engagingyouraudience.pdf](http://academics.hamilton.edu/occ/engagingyouraudience.pdf)

**Thank You!**

*Questions?*

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