

OUTREACH IDEAS

OUTREACH GOAL

To provide information to all stakeholders within the NC boundary to the best of your ability.

The use of communication methods, information types and manageable objectives will help to accomplish this goal.

Here are several ideas for Neighborhood Councils to use when developing outreach plans.

COMMUNICATION METHODS

There are lots of methods that may be used to communicate with stakeholders.

Examples:

Mailings

Emailing

Door to Door

Personal Visits

Phone Calls

Websites

Presentations

Word-of-Mouth

Other(s):

INFORMATION TYPES

There are lots of items that may be used to get information out to stakeholders.

Examples:

Form Letters

Newsletters

Calendars

Scripts

(i.e. Phone, Personal Visit, Door-to-door...)

Brochures

Flyers

Bulletins

Media (Radio, Television, Cable)

Advertisements

News Articles

Editorials

Community Calendars

Interact with City/County Entities

Libraries

Recreation and Parks

Department of Neighborhood Empowerment

Early Notification System (ENS)

Commission for Children Youth and Their Families

Community Police Advisory Board (CPAB)

County Service Planning Area (SPA)

Other...

Standard Information Packet

May be developed so that anyone can easily distribute them to new contacts
Including: Form Letter, NC History, Brochure(s), 20 Flyers of upcoming event(s), etc...

Other(s):

OBJECTIVE(S)

The following objectives may help you to create plans for how you will outreach to stakeholders.

Objectives are intended to break the goal down so that it is more manageable to accomplish

- (1) Brainstorm, Record, Take Action, Follow Up
- (2) Identify and List all the Stakeholder Interest Groups in each community

Examples:

Schools

Businesses

Business Groups/Organizations

Faith-Based Institutions/Organizations

Non-Profit Organizations

Community Based Organizations (CBOs)

Youth/Youth Agencies/Organizations

Seniors/Senior Agencies/Organizations

Residents (i.e. Homeowners, Renters)

Resident Groups/Organizations

(i.e. Homeowner Associations, Block Clubs, Neighborhood Watch Groups,
Tenant Associations)

Homeless (Can be considered a Stakeholder Interest Group on its own)

Homeless Advocacy Agencies/Organizations

Schools

(i.e. Public, Private, Child Care, Elementary, Middle, High, Continuation, College,
University, Trade...)

Ethnicities

- (3) Decide the best methods to use for each Interest Group
- (4) Create a plan to use for each communication method you identify
For each Communication Method develop a plan, a methodology that list each step needed to carry it out, create objectives, and a timeline that lists deadlines for when items are due.

(5) Create a timeline for each plan used

Example:

Timeline Place each item on the list in chronological order of when it is needed. Be sure to use realistic expectations of time. Add additional time to items that are out of your control.
(i.e. someone outside of the NC is handling)

A simple timeline to drop off flyers at Posting Locations may resemble the following:

Create Materials for photocopying/Edit
Materials/Revise/Complete Materials/Print
Out/Photocopy/Pick Up Copies/Contact Posting
Locations to advise delivery of materials/Confirm delivery and
Posting Date/Drop off Materials

(6) Assign a person or persons to work on each plan

(7) Orchestrate/Carry out each plan

(8) Create a system to track each Interest Group and the success of the plans used
(i.e. Database/Check Off Sheet/etc...)

Example:

Database Information Log for School (Stakeholder Interest Group)

Interest Group	xx Elementary School
Principal	Mr. Niceguy
Contact Person	Mrs. EveryoneKnowsMe
Title	Administrative Coordinator
Community Location	Mid Los Angeles
Address	xx Street
City, State, Zip	Los Angeles, CA 900xx
Phone #	(xxx) xxx-xxxx
Fax#	(xxx) xxx-xxxx

Include other information that you find will be important to know about the specific Interest Group.

Example:

School Newsletter Target Population	All Faculty, Staff and Administration in the District
Newsletter Distribution Date	1 st Monday of every month
Newsletter Submission Deadline	3 rd Friday of every month
School Calendar Target Population	All Parents of Crenshaw High School
Calendar Printing Date	2 nd Monday of every month
Calendar Submission Deadline	4 th Friday of every month
School Bulletin Target Population	All PTA Members in the District
Bulletin Distribution Date	3 rd Monday of every month
Bulletin Submission Deadline	1 st Monday of every month

- (9) Evaluate the outcome (strengths/weaknesses) of each plan
- (10) Refine each plan
- (11) Implement a schedule to carry out each plan on a regular basis
- (12) Re-evaluate, Refine, Alter as often as is practical and/or needed

The following are examples of outlines for plans. It is a good idea to outline everything that you would like your NC Representatives to be responsible for.

Examples:

Block Clubs/Neighborhood Watch Groups

After determining the total number of groups in each community or region, begin to assign NC Representatives to work with specific communities or regions.

Outline of Plan

Assign # NC representative person to work with the groups in "community/region"

Each NC Representative will be responsible for the following:

1. Identify the Group(s)
2. Identify a Contact Person/Phone #/Email...
3. Identify the date(s) of regular meeting(s)
4. Request to meet with the contact person to establish a rapport
(Can use script(s) and info packet)
5. At meeting with contact person, request to speak at next community meeting
6. At community meeting request regular spot on agenda to update group about NC
7. Pass out lots of info about NC at the first meeting and have at least 1 flyer at all others
8. Call the Block Club/Neighborhood Watch contact about 5 days prior to every NC General Meeting to remind them about the General Meeting and ask that they call all their constituents
9. Make sure that all the contact information for the Block Club/Neighborhood Watch is placed in the NC Data Base and is updated regularly
10. Report progress of working with the Block Clubs/Neighborhood Watches at NC Meeting
11. Other

Schools

Identification of Schools in each community area

Outline of Plan

Assign # NC representative persons to work with the schools in "community/region"

Each NC Representative will be responsible for the following:

1. Identify the Schools(s)/Addresses/Phone #/Fax #/Principal...
2. Identify a Contact Person/Title/Phone #/Email...
3. Request to meet with the Principal to establish a rapport
(Can use script(s) and info packet)
4. Request to meet with the contact person to establish a rapport
(Can use script(s) and info packet)
5. Request to distribute Flyers to all students on a regular basis
This method tends to work best at elementary schools.
6. Request to speak at Parent's meetings on a regular basis. (Schedule Dates)
7. Request to speak at PTA meetings on a regular basis. (Schedule Dates)
8. Request to speak at school assemblies. (Schedule Dates)
9. Request ability to place info in the school calendar/bulletin/newsletter on a regular basis.
(Schedule dates of when info is due and when the item will be distributed)
10. Request to set up a table after school once a month. (Schedule Dates)
11. Find out if the school has a Youth Leadership Board/Group and request to meet with the youth. Work with the youth to see how they would like to participate in the NC process
12. Call the Principal/Contact Person about 5 days prior to every NC General Meeting to remind them about the General Meeting and ask that they pass the info on to all their constituents
13. Make sure that all the contact information for the School is placed in the NC Data Base and is updated regularly
14. Report progress of working with the Schools at each NC Outreach Committee Meeting
15. Other

Faith Institutions

Identification of Churches/Mosques/Synagogues/Cathedrals... in each community area or region

Outline of Plan

Assign # NC representative persons to work with the churches in "community/region"

Each NC Representative will be responsible for the following:

1. Identify all the Faith Institutions/Addresses/Phone #/Fax #/Key Leader(s)...
2. Identify a Contact Person/Title/Phone #/Email...
3. Request to meet with the Key Leader to establish a rapport (Can use script(s) and info packet)
4. Request to meet with the contact person to establish a rapport (Can use script(s) and info packet)
5. Request to distribute Flyers to all congregation members after service on a regular basis. Find out about how many flyers are needed.
6. Request to speak to congregation during/after a service on a regular basis. (Schedule Dates)
7. Request ability to place info in the institution's calendar/bulletin/newsletter on a regular basis. (Schedule dates of when info is due and when the item will be distributed)
8. Request to set up a table after service once every 3 months. (Schedule Dates)
9. Call the Leader/Contact Person about 5 days prior to every NC General Meeting to remind them about the General Meeting and ask that they pass the info on to all their constituents
10. Make sure that all the contact information for the Faith Institution is placed in the NC Data Base and is updated regularly
11. Report progress of working with the Faith Institution at each NC Outreach Committee Meeting.
12. Other

Businesses

Identify Major Business Corridors in each community area or region

Outline of Plan

Determine how many Streets to target total

Divide the streets into manageable amounts of space

Assign # NC representative persons to work each area that is considered a manageable amount of space

Each NC Representative will be responsible for the following:

1. Identify all the Business(es)/Addresses/Phone #/Fax #/Owners or Mangers...
2. Identify a Contact Person/Title/Phone #/Email...
3. Walk the area at least once every # months and touch basis with all the businesses along your stretch of major corridor.
4. Request to meet with the Contact Person to establish a rapport (Can use script(s) and info packet)
5. Request to leave stacks of Flyers in a designated location in the business on as regular basis. Find out about how many flyers are needed.
6. Request to set up a table outside or inside the business once every # months. (Schedule Dates)
7. Call the Owner/Manger/Contact Person about 5 days prior to every NC General Meeting to remind them about the General Meeting and ask that they pass the info on to all their constituents
8. Make sure that all the contact information for the Businesses is placed in the NC Data Base and is updated regularly
9. Report progress of working with the Businesses at NC Meeting.
9. Other

Door-to-Door

An attempt may be made to select areas of each community and walk through the neighborhoods distributing information about the NC

Outline of Plan

Decide on the locations to target in each community/region

Decide on the dates when the communities/regions will be walked

Determine the amount of people needed for each walk and recruit volunteers

Predetermine the length of time the walk will last

(Explain to volunteers how long the day will be and ask them to bring a bottle of water and to wear appropriate clothing/shoes.)

On the day of, meet at one location

Brief everyone and assign each person to a partner and/or group

Distribute a map of the area

(The map should show both the large area and the smaller assignments for the teams/groups)

Assign each team/group an area to walk

Discuss and Distribute a list of the Do's/Don'ts

Examples

1. stay with your partner or group at all times
2. speak with people outside if possible and avoid entering the house
3. if the property has a gate always rattle it and wait to see if there is a dog, enter only if it appears safe, if you are unsure, leave the information on the gate
4. if no one answers the door leave the information wedged in the door
5. do not stick any information in the mailbox or near the mailbox
[it is illegal for any person/entity to leave mail in a mailbox other than an employee of the US Postal Service]
6. always remain positive
7. Thank community members for their time
8. If you begin to run out of time, leave information on doors/gates
9. Keep track of where you walked and who you spoke with
10. Other

Distribute a script to be used for the walk

- One side English, the other a major language for your NC area. It is fine for walkers to read from the script in either the English or another major language while walking. Script should briefly explain the NC process, introduce the NC, request community participation in the NC and community attendance at meetings, etc...

Distribute stacks of flyers/brochures to each walker

The goal being to hand one to each person you speak with or leave one on each door

Distribute a tally sheet for walkers

Attach tally sheet to a clipboard and pass out pen/pencil

(ask walkers to keep track of where they walked and who they talked to)

Distribute a form to collect Database info from community members

(written in English and Other major languages for your NC area)

Request each person meet back at the initial location at a specific time

Have each walker turn in all materials used for the walk

Assign one person to get all the Database info to whomever will input it

Evaluate the process, ask for feedback

Schedule the next walk

Official Postings/Additional Postings

Outline of Plan

Prior to each meeting, a public posting of the meeting announcement and agenda must be placed in the locations listed in the NC Certification Application

Assign # NC representatives to make sure that these postings are up.

There are Brown Act requirements that list the number of days postings should be placed at the locations, depending on the type of meeting being announced.

OTHER

When all the plans are completed, write them out and distribute to everyone. Include mechanisms that help to rotate the amount of work each representative will be asked to handle so that no one feels overburdened. Make sure that there is a mechanism for at least one person to check the status of everyone else's work to assure that the work is being completed in the correct amount of time.

Refer to your Bylaws.

Make sure that all Representatives and outreach methods are in accordance with your Bylaws, the Plan, the Ordinance and all applicable laws.