



# **Best Outreach Practices**

**National CSFP Conference  
Atlanta, Georgia**

May 24, 2010

# **Your Agency 101**

- **Don't assume that everyone knows about your program. Who, what, and where**
- **Don't assume that those who know about your program understand the qualifications**
- **Be realistic in your goals**

# How to Reach Your Community

- **Know where your targeted participants are**
- **Utilize electronic and printed materials**
- **Identify perspective partners**
- **Use media outlets**
- **Ask your current participants to help you recruit others**
- **Consider the population whom you serve**
- **Seek out others for their ideas**

# **How to Reach Your Community (continued)**

- **Partner with college courses for promotional aids, i.e. digital media classes, marketing classes, public speaking – they may want real world experience for students**

# **How to Reach Your Community (continued)**

- **Don't make promises that you can't keep**
- **Promote the nutritional aspect of the food package. Good food = Good health**
- **“Bundle” your program with other services**
- **Be the best that you can be**

# Make It Happen!



# If All Else Fails

- **Desperate times require desperate measures. Unleash the secret weapon...**



**CHEESE!!!!!!!!!!!!!!**

