

STRATEGIC OUTREACH TO ENGAGE VARIED AUDIENCES

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WHAT IS OUTREACH?

Outreach is two-way communication to:

- establish and develop mutual understanding
- promote participation and involvement
- influence behaviors, attitudes and actions

OUTREACH THOUGHTS

- Clearly identify the people you are trying to reach
- One size does not fit all -- Tailor your outreach strategy, message and your materials according to your target audience
- Enlist key community leaders to be your ambassadors
- Outreach = Material + Personal Contact in multiple ways and multiple times, to build trust and become a familiar face
- Create a system and schedule for providing outreach

OWENS VALLEY TRIBAL YOUTH CAMP

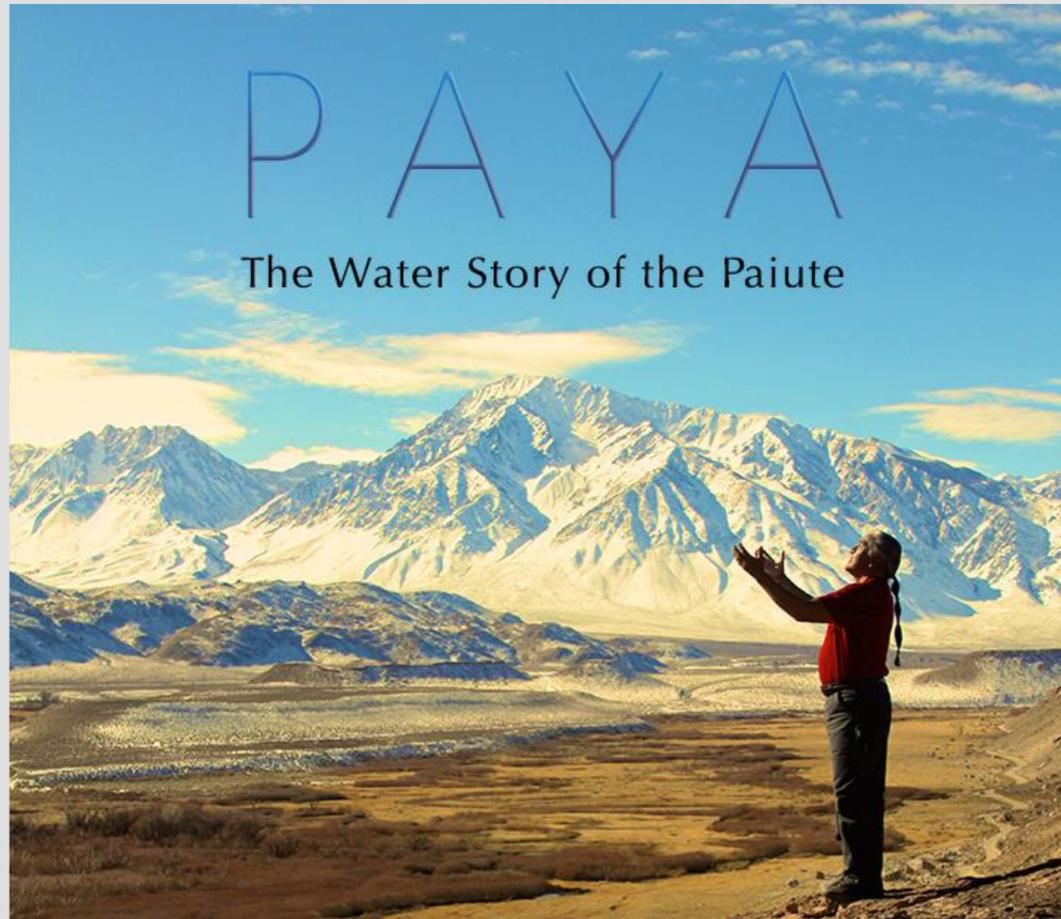
- <https://www.youtube.com/watch?v=2ulpUrRVAjs>

REACHING BEYOND THE TRIBE

- <https://www.youtube.com/watch?v=eKwrF7KHA6k>

You may have to copy and paste this link into your browser for viewing

TARGETED MESSAGES TO SPECIFIC AUDIENCES



PARTNERING AROUND THE WORLD

www.walking-water.org

<https://vimeo.com/123847293>



