

TYES Frontline Workers' Toolkit

MVP YOUTH OUTREACH



**“COMMUNITY ENGAGEMENT
IS BASICALLY REALLY
EFFECTIVE MEANINGFUL
CONVERSATION”**

- CEE FRONTLINE WORKER



**“BEING ABLE TO MEET NEW
PEOPLE, AND NETWORK WITH
THEM ALLOWS ME TO STAY
CLOSED TO THE COMMUNITY
AND ITS MEMBERS.”**

- CEE FRONTLINE WORKER



PHOTO BY JESWIN THOMAS ON UNSPLASH

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INTRODUCTION

This toolkit was created by **CEE Centre for Young Black Professionals** in partnership with the City of Toronto through the **Toronto to Youth Equity Strategy (TYES)**.

The **Toronto Youth Equity Strategy (TYES)** aims to build resiliency and access to supportive systems for youth most vulnerable to involvement in serious violence and crime (MVP youth). TYES includes 28 recommendations and 110 actions the City of Toronto will take to provide better services and outcomes for vulnerable youth. TYES was adopted unanimously by City Council in February, 2014. The TYES Creative Report can be found online at: toronto.ca

TYES is on Twitter, Facebook and Instagram at: TorontoTYES

The **CEE Centre for Young Black Professionals** is dedicated to addressing economic issues affecting Black youth. By ensuring the development of relevant and meaningful services and supports, we are working alongside the youth we serve to achieve emotional and financial freedom through Careers, Education and Empowerment (CEE).

CEE advances the economic and social development of Black youth facing multiple barriers to employment. We achieve career development and job readiness using holistic, person-centered and culturally relevant programs and services.

For More information about CEE Centre for Young Black Professionals, Visit: ceetoronto.com

This Toolkit is designed to assist frontline workers with current best practices, resources and tools essential to effectivity outreach with MVP youth (youth most vulnerable to involvement in serious violence and crime).

Location, Location, Location is key! Not having a strong knowledge about neighborhood conflicts and the relationships within them can cause your outreach efforts to be pointless or a waste of time and resources. In my experience, the youth know what's going on in their communities. If you're outreaching to them about a program in another community that they don't get along with, they will stop engaging with you and come as far as saying and I quote "we don't want you and your organization in our communities"

- CEE Frontline worker

"Being able to create and design outreach strategies and materials really empowered me as a frontline worker to get out in community and outreach. By knowing the offerings and the flow of the program, it made it easier to engage youth. When it comes to outreach the way you dress has a huge role to play in connecting with youth. I like to keep in the now when it comes to youth, even using relevant slang when engaging youth. For example, I was in the west end of Toronto outreaching for an upcoming program when I was approached by a youth who said, and I quote 'What are the mandem dealing with?' My response was 'I'm out here putting in work'. That response alone turns the conversation into outreach engagement. Long story short, the young man ended up joining the program and graduating with employment and a lifetime mentor."

- CEE Frontline worker



WHAT IS OUTREACH?

OUTREACH

Outreach is a proactive way of connecting people with programs or services that are of interest or meet their needs. Outreach raises awareness about an issue and/or service and can be done in-person or online.

OUTREACH WITH MVP YOUTH

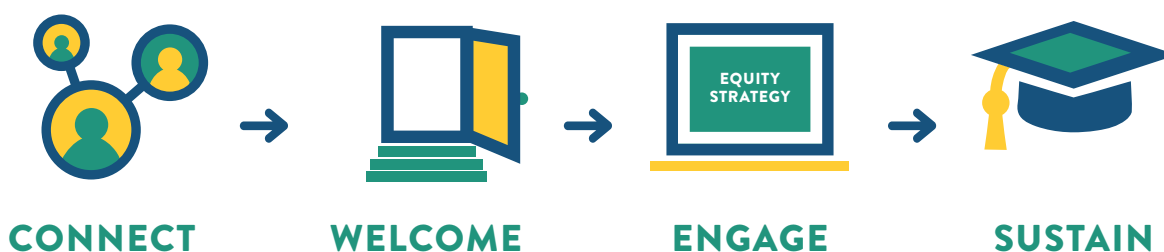
Who Are MVP Youth (Youth Most Vulnerable to Involvement in Serious Violence and Crime)?

TYES focuses on youth aged 13-29 who are most vulnerable to involvement in serious violence and crime. The City defines vulnerability as “a service gap, context or situation, not a characteristic or feature of a person. People become vulnerable when there are barriers or gaps in overall service delivery” (definition adopted by City Council in December, 2013). Vulnerability exists within the circumstances in which youth find themselves, not with individual youth themselves.

TYES views vulnerability as an intersection of conditions. The deep roots of youth violence as identified in the Review of the Roots of Youth Violence create an important base. These deep roots include: poverty, racism, community design, issues in the education system, family issues, health, lack of a youth voice, lack of economic opportunity for youth, and issues in the justice system. TYES builds on the understanding that vulnerability to involvement in serious violence and crime comes from a mix of not only these deep roots, but also the complex interactions between the individual resilience and supportive systems in a young person's life, and other vulnerabilities they may experience, such as sexism and homophobia.

THE YOUTH SERVICE EXPERIENCE

TYES considers the “**Youth Service Experience**” as 4 important phases of connecting with vulnerable youth. The tool considers: how youth **connect** to a program (outreach), the **welcome** that youth experience when they arrive at a program, how programs **engage** youth in the delivery of their services, and how the program’s impact is **sustained** into the future.



WHAT IS THE IMPORTANCE OF OUTREACH WITH MVP YOUTH?

Outreach involves moving outside the walls of your organization to engage MVP youth in community who are disconnected and alienated not only from mainstream services and supports, but from the services targeting youth as well. This important work is designed to connect frontline workers with youth most disengaged and disconnected from community services and programs. The goals of outreach with MVP youth are to:

- establish supportive relationships with youth and their communities
- connect youth with opportunities and services that will enhance their ability to access necessary services and supports.

STAGES OF OUTREACH CHECKLIST

1) PLANNING & DEVELOPMENT

- ☐ Who is your audience?
- ☐ What are the most effective methods to reach your audience?
- ☐ What are your key messages?
- ☐ What promotional materials (flyers, brochures, swag, videos, memes, tweets, press releases, etc.) do you need to effectively communicate your key messages to your audience?
- ☐ How will you create those materials? (in-house, contract)?
- ☐ How will you ensure the outreach materials are engaging?
- ☐ Have you used an anti-oppression lens?

2) CONNECT – OUTREACH STRATEGY IMPLEMENTATION

- ☐ Who will be responsible for each element of your outreach plan?
- ☐ What are your benchmarks (number of: of posts per day; locations to drop of flyers/posters; community events; tables, etc.)

3) WELCOME & ENGAGE

- ☐ How can you engage and welcome people once they have connected to your program or service?
- ☐ What is your intake process?
- ☐ Do you conduct interviews with new clients?

4) EVALUATION

- ☐ How effective was the process?
- ☐ How effective were the outcomes?





PHOTO BY ZACHARY NELSON ON UNSPLASH

STAGES OF OUTREACH

In order to develop an effective outreach strategy, time and resources should be invested in planning and research. Activities related to planning and development include:

NEEDS ASSESSMENT SURVEY

Depending on your resources (time, money, and people) a needs assessment survey may take many different forms. It can be as informal as asking around with people you know in your community: your colleagues or, it could take the form of a professionally-written survey that is distributed to hundreds of people. A needs assessment survey will help you determine what types of programs, services or events are most relevant to the youth you are trying to reach.

GET TO KNOW YOUR AUDIENCE - EMPATHY MAP

Once you have determined the needs for your programming, spend some time thinking about who your program will serve. An **empathy map** is a collaborative visualization used to articulate what you know about the people you are trying to reach. It externalizes knowledge about youth in order to 1) create a shared understanding of young people's needs, and 2) aid in decision making.

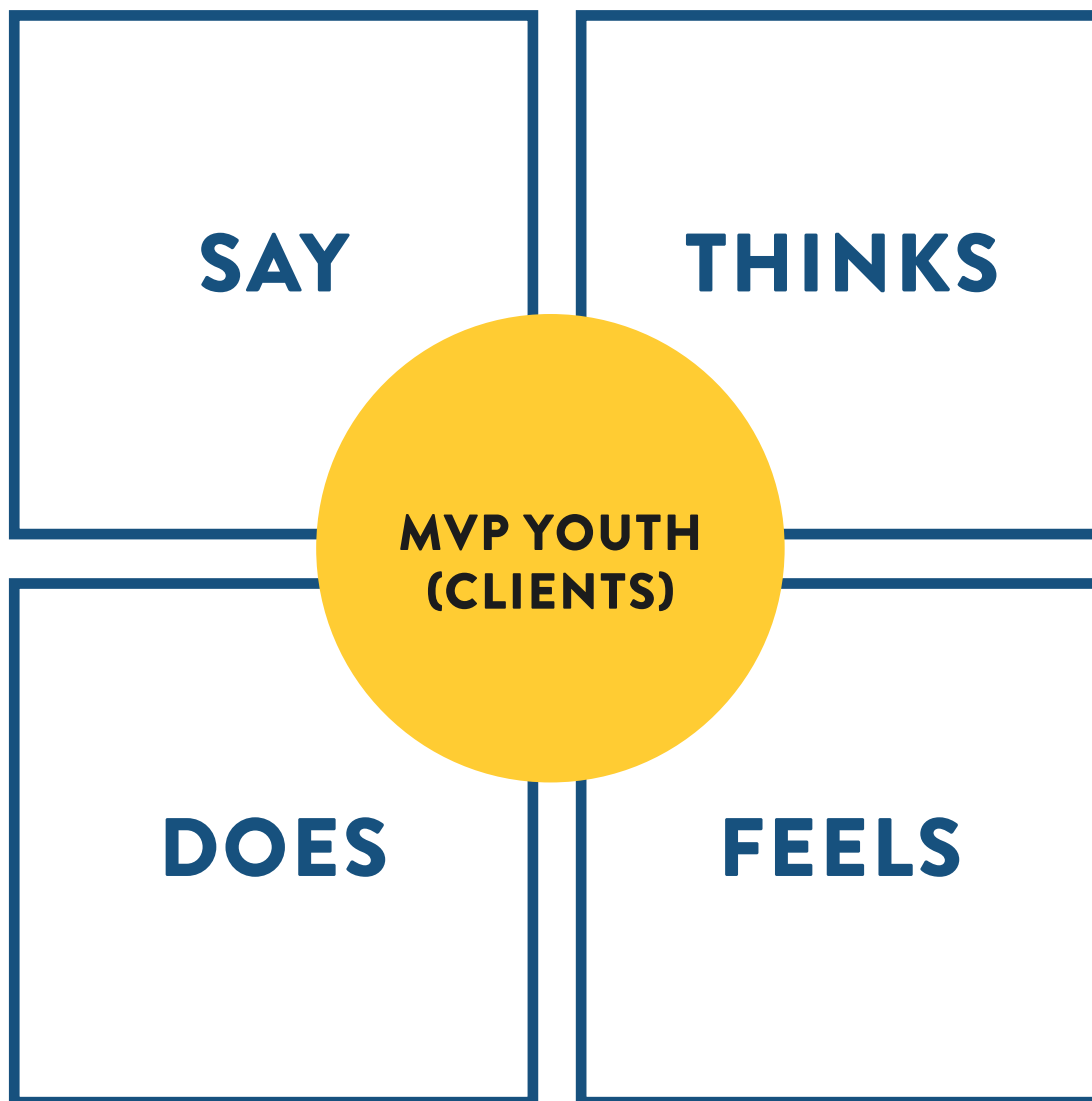
When and how to use Empathy maps: This is done before front line workers conduct outreach. This is done by asking the difficult question about the clients you serve. The empathy map allows the front line worker to put themselves in their client's shoes.



STAGES OF OUTREACH

Empathy maps are split into 4 quadrants (*Says, Thinks, Does, and Feels*), with the clients or persona in the middle. Empathy maps provide a glance into who a client is as a whole—they are not chronological or sequential.

1. PLANNING & DEVELOPMENT



STAGES OF OUTREACH

GET TO KNOW YOUR COMMUNITY

Build on your knowledge of the community you are outreaching in, including its resources and assets. Talking to residents, youth and service providers in the community will help you gain an understanding of the needs of the community and where members of the community frequent. Compile a list of community resources related to the youth you are reaching out to, which could include:

- City of Toronto Youth Outreach Workers (<https://www.toronto.ca/311/knowledge-base/kb/docs/articles/parks-forestry-and-recreation/community-recreation/contacting-a-youth-outreach-worker.html>)
- Provincial Youth Outreach Workers
- High-Schools, Colleges and Universities
- Youth Programs (www.toronto.ca/youth)
- Community Centres
- Malls

DEVELOP YOUR OUTREACH COMMUNICATION STYLE

Creating an outreach communication style is an important part of spreading the message you want to share within the community. Tips for developing your communications style include:

DETERMINE YOUR “BRAND PERSONALITY”

Take some time to think about characteristics your program or organization exemplifies and how you want to be perceived by prospective participants.

STAGES OF OUTREACH

DETERMINE YOUR DESIRED OVERALL COMMUNICATIONS STYLE

With input from youth who represent the group you are trying to reach, determine an effective communications style – formal, informal, humorous, professional, trendy, traditional, pop culture influenced, neutral, etc.

CONSIDER CREATING A SLOGAN

Non-profit organizations don't usually focus on slogans, but it may be beneficial. People have a short attention span and there is a lot competing for young people's attention. Slogans are a way to get your message across.

DEVELOP/CREATE OUTREACH MATERIAL

Developing outreach material is the most crucial part of your outreach strategy. To be effective, the outreach material needs to be relevant, youthful and eye catching. This material needs to be able to clearly articulate the services offered and benefits received. The outreach material should be designed by a professional who is dynamic and in the know about new trends in marketing, and preferably by young people with lived experience related to your program or service.

BUILDING AN OUTREACH STRATEGY

What is an outreach strategy?

Outreach strategies require an understanding of the individual circumstances and needs of MVP youth, as well as cultural and systemic barriers that may prevent MVP youth from accessing services. When planning, ensure to set aside a budget that is only for outreach and community engagement. An effective outreach strategy is a way in which your key messages are delivered to the community and audience you are trying to reach. Your organization's outreach strategy

should focus on advancing your mission, advancing support for your work, increasing awareness in the community and creating interest in accessing your programs or services.

PROJECT TITLE:

Add a title for Your Outreach Strategy Project

PROJECT GOALS:

List 1 to 3 main goals for your outreach strategy

Target Audience: Include a description of who you are trying to reach and the number of people you are trying to reach

Key Messages: List 1 to 5 key messages for the outreach campaign



ACTIVITIES

List tasks you will perform. Include outreach methods and tools you will use. Add where and how you will conduct each activity.



TIMELINE

Specify the timeline for completing each activity.



EXPECTED OUTCOMES

List what you hope to achieve with your outreach activities.



LEAD

List who will implement each outreach activity



MEASURES

List the indicators that will help you measure and evaluate your process and outcomes. For example, the number of events held (process) and the number of calls received (outcome).



STATUS

Note if the activity is complete, incomplete, or in progress. It's also helpful to specify if this is a onetime activity or ongoing

STAGES OF OUTREACH

There are many outreach methods you can include as part of your outreach strategy:

WORD OF MOUTH MARKETING (WOMM)

Traditionally, word of mouth means relaying important or attention-grabbing information to a person hoping they'll tell their friends and family about it too. When it comes to word of mouth virtually, we can create interviews with influencers that are fun, memorable, engaging and shareable.

PRINT

Flyer, posters, banners, cards, stickers and postcards are some of the basic and most accessible outreach methods. Though the cost may be greater than the return, frontline workers can be very creative in how they advertise using print. Print materials could be posted on community engagement boards in malls, libraries, community centres, or apartment buildings, and be handed out to youth and youth workers.

PSA/PRESS RELEASES

Creating a compelling press release for the program or the service your organization is offering can create relationships within media outlets and generate interest in the work of your organization. Media coverage can reach a wide range of people who wouldn't otherwise be aware of the program or service offered. If successful in generating interest in a story, the media may request interviews with frontline workers and past program participants. Press releases should be written like a short news story, include: the 5 Ws (**who, what, when, where, why**), quotes from key people (program organizers, youth, well-known advocates), and current contact information (including a cell phone number).

ADVERTISING

Depending on the width of your outreach campaign, you may want to consider purchasing print or online advertising. Consider what media is consumed by the audience you are trying to reach so that you can determine the most appropriate places to advertise. Several options exist for purchasing advertising, including: online (websites, Google, social media outlets, blogs, newspapers, etc.), print (magazines, newspapers, bus stops, transit, washrooms, billboards, etc.), and radio (community and commercial stations). Paid video advertisements that can be posted before videos or on platforms (such as: YouTube, PlayStations, Virbela (on the wall within the game) etc.),

SWAG

Who doesn't like free stuff? A great way to get attention from young people is through “swag” – T-shirts, hats, reusable shopping bags, USB drives, water-bottles, etc. Several companies print customized swag items. Typically the cost is lower when you buy in bulk.

SOCIAL MEDIA

Currently, social media is one of the world's biggest means of communication—people rely on it more than ever. With this surge in use, comes an opportunity to revamp your social media presence and bring in more engagement. Traditionally, you may have used your social media platforms to post videos and posters, hoping that people would like and share the content. Now there is an opportunity to empower influencers (and popular faces in the community) to take your message further. This is especially successful if their mission, vision, and demographic are aligned with your organization's to ensure a more engaged audience. If you're working with youth, a great way to connect with them is on TikTok. You can join their challenges or create challenges, contests and content that is both relevant and youthful. Lastly, getting sponsored by relevant and popular companies (Nike, Wendy's, Air Jordan, Microsoft) would generate a buzz around your organization.

DOOR-TO-DOOR

Prior to Covid-19, the main method of outreach to introduce your organization to the community was a door-to-door strategy. However, because of the newly implemented social distancing requirements, it is advised to shift from a door-to-door canvassing approach, to door-to-door flyer drops. This way, you can still engage with the community and provide them with important details while respecting the new boundaries.

FLYER HAND-OUT/ AIRDROPS

Since door-to door canvassing is no longer the ideal form of outreach, QR codes and digital flyers are the next best thing! By making QR codes and posting them throughout the community or creating soft copy flyers (with a caption), members have access to your organization and important materials at their fingertips.

COMMUNITY MEETINGS

Attending community meetings is a great way to network and promote your services. Connecting with other groups and organization is also a great way to get referrals. [City of Toronto Community Development Officers \(CDOs\)](#) often have lists of local community networks.

VIRTUAL REALITY

Virtual Reality (VR) is one of the newest and most innovative technologies that your organization can offer. Platforms like Virbela provide a virtual interface that allows you to interact with people around the world. You can also utilize gaming consoles and platforms by creating (or joining) party rooms and interacting with people playing games in real-time. There many other platforms to choose from such as: Spatial, Cluster, Insight VR, Facebook Horizon, YouTube. Virtual Reality can turn a “boring” session into a fun, engaging and team-building experience.

Platforms like Zoom, Go-to Meetings and other video calling platforms can be used anytime you need to come together as a group.

STAGES OF OUTREACH

CREATING AN ONLINE OUTREACH STRATEGY

The world around us has changed and the communications landscape has become more dynamic. How do you begin to create and develop an online presence?

YOU CAN BEGIN WITH THESE STEPS:

- Compile a list of relevant social media sites, email lists, and blogs so that you can tailor your outreach campaign to the demographic you would like to reach
- Identify other relevant social media accounts that have established connections to the group you are trying to reach and follow/retweet/follow their followers, etc.
- Identify “influencers” – community leaders, artists, media personalities, etc. who endorse your organization and could promote your accounts through re-posts/tweets, likes and mentions
- Develop an online campaign that aligns with the brand and key messages your organization wants to relay
- Identify your budget – if resources allow, consider creating professional original content including short videos, mobile apps, ads, etc.
- Build interest in your accounts through regular updates that include relevant information and engage in current events/context
- Engage in online conversations – retweet/repost, like posts, make comments, @ other followers, etc.
- Make use of hashtags and identify specific hashtags for your organization, program or campaign
- Make use social media campaigns to drive people to your organization's website. Include the link in your profile.

STAGES OF OUTREACH

ON-LINE OUTREACH METHODS:

Social media – Twitter, Facebook, Instagram, Snapchat, LinkedIn

Creating a social media site is fast, easy and effective. All that is needed for an engaging profile is relevant information posted daily.

Email lists

Developing and maintaining an email list is one of the most effective ways to stay connected with who you meet within the community. When you are ready to announce an event or new program, information can be emailed to your organization's email list. You may also send posts to other people who maintain large email lists that target frontline workers and/or youth.

Websites

Make sure your website is up to date and easy to navigate. Sign up for Google Analytics to keep track of your audience.

Blogs/Podcasts

Promoting on blogs (articles written in regular online posts that share perspectives or information and engage in dialogue with readers) and podcasts (typically talk-show style audio broadcasts that are online and available for download) is a way to reach a niche audience. There is a vast array of blogs and podcasts out there, so take some time to ask around and research blogs and podcasts that engage your target audience.

(See more under Outreach Top Tips, page 22)

GETTING SUPPORT WITH OUTREACH

Volunteers and placement students are great sources of support to assist you with your outreach strategy implementation.

VOLUNTEERS

Volunteers can be recruited with specific postings through Volunteer Toronto:

www.volunteertoronto.ca/

PLACEMENT STUDENTS

In order to obtain a placement student, contact the College's community partnership office and asked to be directed towards their social worker/community worker programs placement coordinator.

- **George Brown College**
www.georgebrown.ca/communitypartnershipoffice/contact
- **Centennial College**
www.communitystudies@centennialcollege.ca
- **Sheridan College**
www.michaelann.george@sheridancollege.ca
- **Humber College**
www.communityservices.humber.ca/placement
- **Ryerson**
www.ryerson.ca/socialwork/contact
- **University of Toronto**
www.socialwork.utoronto.ca/practicum/13194-2/
- **York University**
<https://practicum.sowk.laps.yorku.ca/>



OUTREACH 101: TOP 10 TIPS

1. KNOW YOUR AUDIENCE

- Knowing what your audience has available for communication, such as their platforms, devices and Wi-Fi access.
- Who is your program/event for? (geography, gender-identity, ethnocultural identity, age range, interest groups, etc.)
- How can you best reach this specific group? Who already has trusted relationships with who you are trying to reach?
- What is this group's preferred communication style?
- Why would this group want to participate (what's in it for them?)

2. ENGAGE THE COMMUNITY YOU ARE TRYING TO REACH IN OUTREACH

- For example, if your program is for youth or MVP youth specifically, how can you engage youth and MVP youth in outreach?
- An online street team (brand ambassadors) can utilize their social media in many ways including: liking, commenting, reposting and conveying testimonials
- Making use of social media campaigns to drive people to your organization's website. Include the website link in your profile.
- Development of promotional videos
- Influencers, etc.
- Champions (past program participants) – assist through word-of-mouth, and providing testimonials through sharing their stories in text or video

3. SET APPROPRIATE TIMELINES

Traditionally we would need one month to implement an outreach strategy. However, going fully virtual will take about two months to give ample time to create meaningful and engaging content.

Set milestones for each week of outreach:

- **Pre-Outreach** – identify your audience, confirm your budget, create a communications plan and promotional materials
- **Week 1-2** – distribute initial promo materials - online on all platforms
- **Week 2-6** – engage partners in outreach (email lists, blogs, influencers, Youth Outreach Workers, Community Development Officers, program staff and partners, etc.)
- engage blogs, create new tweets, supplementary videos, etc.
- create excitement (e.g. only 2 week away – register now, space limited, etc.)
- **Week 4** – create excitement (only 1 week away – register now, space limited, etc.)

4. LEVERAGE SOCIAL MEDIA & ONLINE PRESENCE

- Invest in building a social media presence through regular and relevant posts
- If you do not have a social media presence, try to find accounts with a large following and relevant mandate to share materials for you
- Make use of multiple platforms (Facebook, Twitter, Instagram, Snapchat)
- Include visuals in tweets and text in IG posts
- Tag partners/influencers in your post (<https://influencermarketinghub.com/15-free-influencer-marketing-tools-to-find-influencers>)
- Make use of social media management platforms such as Hootsuite (www.hootsuite.com)
- Be mindful of social media etiquette – don't spam people, don't tag people without an interest or connection to the project, etc.
- Create relevant GIFs, Memes, utilizing icons and hashtags being used. Make sure that your colour schemes and language are on brand

- Consider inexpensive Instagram and Facebook ads, such as sponsored posts or stories (<https://www.facebook.com/business/>)
- Make use of the interactivity of social media through hashtags, comments surveys, contests, live stories, etc
- Review past content to learn what posts got people's attention, and what did not. To access your analytics for any social media site. <https://blog-assets.hootsuite.com/wp-content/uploads/2016/08/Social-Media-Audience-Research-guide.pdf>
- Create an easy to update and edit website, with clear and easy to access information. Free website design: www.wix.com
- Make use of online tools designed for non-profits: <https://www.google.com/nonprofits/>
- Review past content to learn what posts got people's attention, and what did not by accessing your analytics for most major social media platforms: <https://blog-assets.hootsuite.com/wp-content/uploads/2016/08/Social-Media-Audience-Research-guide.pdf>

5. FACETIME

Identify effective opportunities to conduct in-person outreach, such as:

- School – announcements, tables at lunch hours, etc.
- Malls – some malls allow community organizations to set-up info tables
- Youth drop-in programs and community centres
- Major events

Do:

Be approachable and make sure your demeanor is welcoming. This is done by making eye contact, making sure you smile, and communicate with confidence. Remember that outreach is not about you - get youth engaged by having genuine conversations about the service you're offering.

Don't:

Be too closed-off or insecure. Be conscious of the context, for example don't try to talk to someone who is trying to catch the bus or take care of their children. Don't outreach with bias (e.g. outreaching to a person you prefer to talk to rather than to who you serve).

6. CREATE ENGAGING OUTREACH MATERIALS

- Consider how best to catch the interest of the youth you are trying to reach through graphics and videos that are high-quality, engaging, clear in the message and representative/relevant
- Ensure you have permission to use images
- Where possible, pay youth photographers and graphic designers to provide you with original high-quality content
- If your budget doesn't allow you to pay photographers and designers for original content, make-use of free online resources for photographs (ie. www.unsplash.com) and graphic design (ie. www.canva.com, www.fiverr.com)
- Ensure you consider an anti-oppression lens when creating promotional materials. When an anti-oppression lens is not used, you may unintentionally create materials that could offend and oppress others. We have seen examples of this with major corporations including when H&M created their coolest monkey in the jungle ad, or when Dove created their black to white transformation beauty ad. An anti-oppression lens was not used and as a result both ads were deemed racist and both corporation were boycotted.

Do's

- Use high-quality images Have a simple and clear key message that communicates why the viewer should care
- Appeal to your audience's aesthetic, while being authentic and consistent with your organization's identity (don't try too hard to appear youthful if you're not)
- Include the 5 W's (Who, What, When, Where, Why)
- Include contact information and social media links
- Apply an anti-oppression lens (review language and images to ensure they are inclusive and do not perpetuate racism, sexism, heterosexism, classism, ableism, etc.)

Don'ts

- Use your word processor's clip art
- Use images sourced without permission from Google



PHOTO BY MIMI THIAN ON UNSPLASH

- Use images of people without their knowledge and permission
- Use pixilated or low-quality images
- Use too many fonts
- Have too much information that is hard to decipher

7. LEVERAGE YOUR NETWORKS

- **Email lists** – what email lists are you on that engage youth or frontline workers? Who do you know with extensive and relevant email lists?
- **Other relevant programs** – what other youth programs do you know that could champion your program or event and assist in getting the word out?
- **Past alumni/clients** – are there youth who have successfully participated in your programs or events in the past that are influential among their peers? Seek support from past participants with spreading the word through their social media and personal referrals.

8. TAILOR YOUR OUTREACH CAMPAIGN BASED ON WHAT YOU ARE PROMOTING

Your outreach strategy may employ different tactics depending on what you are outreaching for. Is it a one-time event or an ongoing program? Is it open to any interested member of the public or is there eligibility criteria?

- **Events** – outreach should generate excitement and give a preview of what to expect. Leverage support in outreach from guest speakers, facilitators, performers, etc.
- **Programs** – outreach should be informational and include clear messaging on what the program offers and why potential participants should want to sign-up.

9. ENGAGE THE MEDIA


- Build a media list that includes newspapers, magazines, radio shows, blogs and podcasts – including mainstream and community-based media outlets.

- Build and maintain relationships with members of the media
- Take time to write a compelling press release that tells a story with a catchy headline and printable quotes
- Consider the human element – include quotes from people who are impacted
- Include the most relevant information at the beginning of the press release
- Several resources are available online to assist you with creating a press release, including:
 - <https://www.wikihow.com/Write-a-Press-Release>
 - https://charityvillage.com/cms/content/topic/spreading_the_word_8_ways_to_get_media_attention_for_your_nonprofit_s_positive_news#.W83wUGhKiM8
 - <https://www.cision.com/us/2018/06/3-press-release-templates/>
- Send out a press release one week in advance of your event or program launch date and again the day before
- Consider timing of engaging the media – Mondays and Tuesdays tend to be busy news days
- Leverage current events through “news-jacking” – tying in your story to what is making headlines

10. BUILD RELATIONSHIPS WITH THOSE WHO HAVE TRUSTED RELATIONSHIPS

Identify who has trusted and established relationships with the people you are trying to connect with. This is especially important when working with MVP youth. Those allies or “ambassadors” may be the bridge between MVP youth and your program or event. Ambassadors may include:

- | | |
|---------------------------------|-----------------------|
| • Youth Outreach Workers | • Artists |
| • Teachers/Guidance Councillors | • Media personalities |
| • Community Leaders | • Family members |
| • Social Media personalities | • Faith leaders |

A black Eames-style chair is positioned in the center of the frame. On its seat sits a white rectangular light box with the words 'THINK OUTSIDE THE BOX' in blue, sans-serif, all-caps font. The background is a light-colored wall with soft, out-of-focus shadows of branches or leaves. The lighting is soft and directional, coming from the upper left, casting a gentle shadow of the chair onto the wall behind it.

THINK
OUTSIDE
THE BOX

TIPS FROM THE FRONTLINES

NETWORK IS YOUR NETWORK

Your “net worth” will be based not on the size of your portfolio or the size of your network, but on your ability to define and stay true to your passions and values. Working with other people who share those values will allow you to build a strong and enduring interpersonal safety net, that will carry you through any financial calamity to greater output and personal fulfillment.

REFERRALS, YOUTH CONNECTED TO YOUTH IN SCHOOL AND PROGRAMMING, HAVE A REFERRAL SYSTEM

Youth are already around other youth whether in school, sports team, or just neighbourhood friends. There are 3 reasons why they join your vision. They like you, know you, and trust you. Use this to your advantage. Have a friendly attitude and be approachable. Be fun and lively. Talk about yourself. Let them know who you are and what you do. Show them some of your past work, connect with them on social media. It doesn't hurt to take an extra 2 seconds out of your day to talk. Afterwards, offer your product/service or idea to say “hey if you know a friend who would be interested or benefit from this program please invite them”. Then you hand them your flyer. You can also have a referral system in place (e.g. for every person that they bring they will get a prize).

STAGES OF OUTREACH CHECKLIST:

where is your audience? What do they like to do? Why should they participate in what you have to offer? How do you register them and close the deal?

The goal is to figure out where your audience also known as your target market is. For example if your target market is youth, most youth are at: schools, community centers, malls, youth events, employment agencies, gyms. The next thing is to figure out what they like to do. Do they like hip hop music, shop for clothes, go to the movies, play sports. In order to have them

participate, offer what they need, not what you think they want. The best way to find out is by conducting a survey with your target group. There are multiple ways you can register them. Through online application or in person with a sign up sheet. The key is to follow up, follow up, and follow up after receiving their information.

HOW DO YOU MEASURE SUCCESS?

Your organization measures success by how you execute your predetermined goal. Everyone's goal is different. For example your goal could be to register 20 youth in your program. It could be to outreach to 20 centers. It could be getting 5 youth jobs. It could be informing 100 youth in program. You get to choose how you measure success, which is different for everybody.

USE MAILCHIMP TO DO ONLINE SURVEYS

Mailchimp offers a few ways to include a survey in your email campaigns, like merge tags and integrations. Most email programs can't handle the code necessary to submit a form directly from a contact's inbox, so you'll want to try one of these other methods to send a survey to your contacts.

EVENTBRITE TO DO REGISTRATION

Eventbrite makes creating, promoting, and managing all your events simple. Create a free Eventbrite account to leverage its promotional tools, reporting functions, and mobile features.

DEVELOPING A COMMUNITY PARTNER LIST

A community partner list is a list of professional contacts that offer products/services that can benefit or add value to your project. It is a great way to collaborate and share new ideas, information, and resources. Every organization/company/project should have a community list they can refer to. Why do all the work when you can get help from community partners. This includes organization name, number, email, and location.

EMAIL MARKETING

Email marketing is one of the most direct and effective ways of connecting with leads, nurturing them, and turning them into clients, consistently winning out over all other marketing channels

NETWORK MARKETING

- Friends Family
- Social Media
- Phone List
- Emails



PHOTO BY 7SHIFTS ON UNSPLASH

THE TYES FRONTLINE WORKERS TOOLKIT

SERIES IS DESIGNED TO PROVIDE RESOURCES

TO CITY & COMMUNITY-BASED STAFF

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