

Community Food Forum – 24th April 2018

Outreach Handout - Reaching your networks

Word of Mouth

- Network everywhere you go! Tell everyone you meet in person about your project and aim to secure support by engaging people
- Attend events where you are likely to make good contacts...and network! Take up opportunities of stalls at outreach events if they are relevant to your project
- Use all your existing/personal contacts to ask for support – in person/on email
- Keep good records of the contacts you acquire so that you can contact them in the future

Media

- Create engaging flyers and posters to promote your activity
- Door drop flyers in target areas and flyer in person at events and suitable local places (with permission)
- Consider creating a website or blog and update regularly
- Make the most of Social Media – it's free and effective!
Have a regular presence on e.g. Facebook, Twitter, Instagram, relevant Facebook groups etc.)
- Advertise your events on relevant social network calendars e.g. Sustain, Project Dirt, Sustainable Hackney (<http://sustainablehackney.org.uk/events>) and other relevant websites e.g. www.greenevents.co.uk
- Send a press release to local papers and other relevant press. Get exposure!

Data

- Develop a mailing list to send mailshots/regular newsletters (*be aware of new data protection law for consent effective from 25 May 2018*)
- Research local community groups/organisations who can support your project, and build up a database of contacts to liaise with in person and on email. They will hopefully then refer people to your project.
- Research and develop a list of local NHS practitioners/key workers for referrals (if relevant)
- Create a database of useful places to put up posters and leave flyers

e.g. Public libraries, Hospitals, GP surgeries, Community cafes, Local support centres/community groups, Volunteer centres, Community Centres, Children's Centres, Schools, local amenities etc.

We hope you find these ideas useful. Please remember that no single method of outreach is enough – they all need to be tried out!