Effective Outreach For Rural Areas

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What is Outreach?

Noun: An organization’s involvement with or activity in the community.
Why is outreach important?
Why is outreach important?

• Increase consumer base
Consumer Increase 2011-2014

- New Consumers
- Total Consumers
Why is outreach important?

• Can bring in additional funds
Contribution increase from 2011-2014
Why is outreach important?

• Consistent outreach keeps you known in the community
How can your CIL become more effective?
Tools for Effective Outreach

- Commitment
Commitment

It takes time and energy to effectively reach a community.
Commitment

Continuity is important in building relationships in a community
Commitment

Outreach is a long-term commitment
Commitment

Outreach is not just Monday-Friday during business hours.
Commitment

- Outreach is not just Monday-Friday during business hours
Tools for Effective Outreach

- Support
Support

Outreach is a team effort!
Support

You have to have the support of others in your organization.
Effective outreach means that sometimes you will have to be out of the office in order to be where the people are.
Tools for Effective Outreach

- Knowledge of the community
Knowledge of the Community

How do you get to know the communities you serve?
Knowledge of the Community

- Chamber of Commerce
Knowledge of the Community

- Be involved in other local organizations
Knowledge of the Community

- Community Action/Advisory Boards
There are many different types of outreach.
Some Types of Outreach

• Health Fairs
Health Fairs

Find where they are in your area or host one for your community
Some Types of Outreach

- Open House Events
Have an Open House

Introduce your organization to the community
Some Types of Outreach

• Fundraisers
Fundraisers

- Can be big or small
- Offers an opportunity to tell people what you do
- May not yield much at first
Some Types of Outreach

• Community Events
Community Events

• County Fairs
Community Events

• Festivals
Community Events

• Parades
Some Types of Outreach

- Social Networking
Social Networking Opportunities
Social Networking

- Facebook
- Linked-in
- Website
Facebook
T.A.R.P. Center for Independent Living

September 12, 19

Jen and Marianne will be very busy next week! Tuesday in Erin for the Houston County CAB meeting, Thursday in Dickson for the Dickson County CAB Meeting, and then back to Erin on Saturday for the Houston County Fair. I’m already exhausted just thinking about it! TARP is a part of your community!

Like · Comment · Share

Denise Wardle: Where are you busy girls... don’t forget to have a bit of fun!

Unlike · Reply

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Boost Post

T.A.R.P. Center for Independent Living

September 5 via mobile

Jen and Marianne are heading out to Martin for two full days at the Soybean Festival. We will be giving out JUST PEOPLE coloring books to all the kiddos!
Website
How to Donate to T.A.R.P. securely!

T.A.R.P. has a secure online payment gateway setup through PayPal. This will allow the use of all major credit cards to be processed securely through PayPal. Your charitable donation is tax deductible. Please use the following link to get started: SECRETLINK today.

Donate

Donate via Check or Money Order:

If needed, you may prefer to make a donation to T.A.R.P. by mailing a check to the following address:

TARP, Inc.
1027 Mineral Wells Ave, Suite 3
Paris, TN 38242

All donations are greatly appreciated. These charitable donations are tax deductible.

Our Funding Sources:

- U.S. Department of Education Rehabilitation Services Administration
- State of Tennessee Department of Human Services
- 2012H4MG Fund

If you have any issues donating, or would like to volunteer, please contact T.A.R.P. at 731-644-0826.
You can contact us at
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or
Marianne@tarp1.org
if you have any questions or if we can be of further assistance to you.