COMPLETE COMMUNITIES UNIVERSITY
SATURDAY, OCTOBER 13
CAPE CENTER

COMMUNITY OUTREACH
Presented by
Rogene Gee Calvert, AARP/Outreach Strategists
AGENDA

* THE DIVERSITY OF HOUSTON

* REACHING YOUR AUDIENCE: METHODS AND MADNESS

* Q & A

* WHAT WOULD YOU DO?
THE DIVERSITY OF HOUSTON

HOW IT HAS CHANGED
Harris County: An Example of Demographic Change
Harris County: An Example of Demographic Change
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YOUTUBE VIDEO ON THE DIVERSITY OF HOUSTON

https://youtu.be/MgDGde_EREs
KNOW YOUR AUDIENCE

- Demographics - age, race/ethnicity, education level, income range
- Geographic - Super neighborhoods, neighborhoods, zip codes, census tracts, block level
- Common interests, hobbies, commitments, etc.
REACHING YOUR AUDIENCE: METHODS AND MADNESS

- The Old Fashioned Way
- The New Fashioned Way
- Personal Outreach
- Special Considerations
THE OLD FASHIONED WAY

Generally reaches older and more established audiences
Fliers

Ads

Newsletters

Community Organizations/Leaders
  - Religious Institutions
  - Civic/Neighborhood Organizations
  - Professional Organizations
  - Social Organizations
THE NEW FASHIONED WAY

Generally reaches younger and more technologically oriented audiences
• **Social Media**
  • Twitter
  • Facebook-paid ads to target audience
  • Instagram
• **Email**
PERSONAL OUTREACH

• Visits to key individuals and organizations
• Door-to-door campaign
• Handouts at highly trafficked areas like grocery stores, malls, street corners
SPECIAL CONSIDERATIONS

- Language
- Culture
- Impaired Vision/Hearing
- Size type/font
- Comprehension and writing level
- Less text/more illustrations
- Tone and approach
ANY QUESTIONS???????
WHAT WOULD YOU DO?