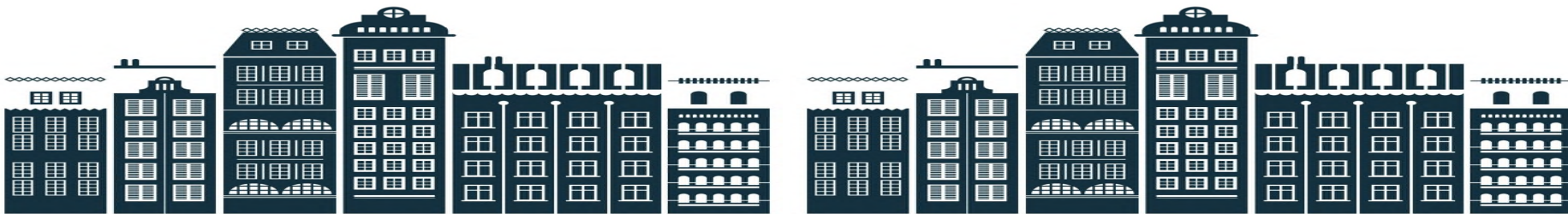


FY17 NEW GRANTEE ORIENTATION

Outreach and Marketing

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Outreach

Outreach is an activity of providing services to any populations who might not otherwise have access to those services.

A key component of outreach is that the groups providing it are not stationary, but mobile; in other words they are meeting those in need of outreach services at the locations where those in need are.

Marketing

Marketing is the means by which you communicate to, connect with, and engage your target audience to convey the value and availability of your program services.

Outreach/Marketing Targets

You will need to provide outreach and marketing to various entities that are needed to have a successful program.

- *Potential clients*
- *Potential partners*
- *Contractors*

Outreach Targets

Identify your Target Audience:

- *Reactive* - EBL Priority
- *Housing* with children under age 6 (residing or visiting)
 - Children under six years of age who spend at least 6 hours a week or is it 60 hours a year (must be documented)
- *Targeted* housing
- *Pre 1978* (owner occupied or rental)

Outreach Target, cont'd

- *Pregnant mothers* (further supports the proactive approach)
- *Proactive* – Vacant and occupied rental housing
 - Ensure workplans identify that priority outreach for enrollment is focused on serving target housing with families living in lead hazards ahead of any vacant.
 - Some larger projects that is primarily vacant would not be eligible as it is not serving the primary mission of the program and resources per Title X.
 - Vacant units should be an exception not the intended target of any work plan.

Marketing

- *Create* attractive program flyers
- *Use* appropriate literacy level
- Bi-lingual
- *Distribute* in places frequented by families with children under age 6
- *Partner* with your local Health Department

Marketing, cont'd

When contacting homeowner or landlord:

- **Hand** address envelope
- **Indicate** on envelope:
“grant funds may be available”
- **Keep** letter simple and to one page

Marketing, cont'd

Distribute program information:

- ☐ Day care centers
- ☐ Health care providers
- ☐ Department of Human Services
- ☐ Health Fairs
- ☐ Participate in National Lead Awareness Week and other National Campaigns
- ☐ Bulletin boards (Libraries, Laundromats)
- ☐ Social Media (Facebook, Twitter, etc.)
- ☐ Head Start

Marketing, cont'd

- Neighborhood Association meetings
- Festivals
- County Fairs
- Any other public gathering that will attract families.

Marketing, Other Methods

- ❑ Inserts in Utility Bills
- ❑ Billboards
- ❑ Community Access Cable Channels
- ❑ Local TV morning shows
- ❑ Social media
- ❑ Yard Signs
- ❑ Word of Mouth

Marketing, cont'd

- *Attend Section 8* landlord initiation meetings.

- *Contact current Section 8 landlords:*

When creating a flyer, include a before and after picture of a completed project.

Insert communication with a mailing from the PHA that you know the owner will open.

Advantage: Tenants are pre-approved.

From Outreach and Marketing to Intake

Successful outreach and marketing should take you to the next step of Intake.

Make larger events meaningful:

- ☐ *Have qualified program staff there to speak with clients about the program enrollment and benefits*
- ☐ *Don't just hand out stuff from behind a table*
- ☐ *Have a way to prescreen for to get contact info on those who are a good fit:*
 - ☐ *DO you live in Pre 1978 Housing? (many people don't know how old it is but they may know if it has chipping peeling paint or you could ask for their zip code if you know the area well.*
 - ☐ *Do you have a child under the age of 6 that lives in the home?*
 - ☐ *Is there a pregnant women in the home*
 - ☐ *Do you make at or below the 80% AMI?*

From Outreach and Marketing to Intake

Once you have eligible applications:

□ **Application**

1. Prioritize enrollment process (EBL, Occupied target housing, etc.)
2. Determine income verification method you will use
3. Determine whose income to count
4. Create a streamlined process for collecting and verifying income documentation.

Intake, Cont'd

Refer to OLHCHH Policy Guidance:

- PGI 2014-01 Eligibility of Units for Assistance
- PGI 2013-07 Income Verification Guidance
- PGI 2012-02 Enrolling Previously Assisted Units
- Be sure to collect data required for Unit tab in HHGMS

Next Step

- ❑ Schedule Inspection/Risk Assessment
- ❑ Create Work Specifications
- ❑ Complete Bid Process
- ❑ Execute Contract for work
- ❑ Complete work and obtain clearance within 10-days

Marketing to Contractors

Provide information about your program and employment opportunities to:

- Local general contractor training providers
- Other local housing rehab program providers (CDBG/Weatherization Programs)
- Non-profits who offer self-improvement programs

Marketing to Contractors

- Assist in training and licensing costs for new firms, contractors and workers.
- To maintain availability, consider sponsoring half the training costs for new workers to assure you have these funds available through the life of the grant.
- Engage your contractors by conducting periodic meetings to discuss the status of your grant benchmarks.

Remember

- Successful marketing of lead programs does not happen in a vacuum. You must get out to the places where the people are and actively promote your program. If your agency protocol allows, this could mean working a flexible work schedule with nights and weekends occasionally being required (health fairs, local events).
- Arrange your work schedules accordingly.

Evaluate

Conduct periodic evaluation of your Outreach/Marketing Program to insure you are reaching your intended target effectively and that your message is producing the desired results.

IF NOT move resource or change process to be effective immediately. You can't complete units that are not enrolled.