



# Outreach & Recruitment Strategies in a Tight Economy

OHHLHC Grantee

Program Manager's School

April 27 - 28, 2009

Orlando, Florida

# Background



- National nonprofit organization; 204 affiliates in 44 states
- National Office provides member support services, grants, and technical assistance
- Affiliates provide direct rehab/repair services to low-income homeowners through volunteer labor & contracted skilled labor

# Background, contd.

- ~60% of RT affiliates have no paid staff
- Budgets based on # of units—leave little for outreach
- **Volunteers, Partnerships & Visibility** are key to our success at the local & national levels



# Volunteers

- Board of Directors applicant recruitment committee
- Volunteers work directly on units
- Key volunteers develop personal relationship with client (homeowner referrals)
- Volunteers represent the neighborhoods in which we work



# Partnerships

- Non-housing partners: NFL, NBA, sports teams, HGTV, tv stations, corporate entities
- Habitat, NeighborWorks, LISC, CDCs, local Housing Depts
- Partners bring name recognition, legitimacy, and referrals
- Focus partnerships in areas where “weak”



# Partnerships cont'd

- MOUs standardize partnerships & keep accountable
- Need time to establish good partnerships
- Recognize partners' contributions publicly



# Visibility



- Special media events w/ important partners – boosts awareness, but doesn't generate applicants
- Website
- Branded materials
- Telling our story – photos, homeowner bios





# Home Safety Checklist

Created in partnership with the Administration on Aging

Rebuilding Together  
1899 L Street NW, Suite 1000  
Washington, DC 20036  
800-473-4229  
www.rebuildingtogether.org

Use this list to identify fall hazards and accessibility issues of the homeowner and family members. Home modification strategies on the reverse side of this page can help prioritize your work. Underline or use a highlighter to note problems and add comments.

## 1. EXTERIOR ENTRANCES AND EXITS

- Note condition of walk and drive surface; existence of curb cuts
- Note handrail condition, right and left sides
- Note light level for driveway, walk, porch
- Check door threshold height
- Note ability to use knob, lock, key, mailbox, peephole, and package shelf
- Do door and window locks work?

## 2. INTERIOR DOORS, STAIRS, HALLS

- Note height of door threshold, knob and hinge types; clear width door opening; determine direction that door swings
- Note presence of floor level changes
- Note hall width, adequate for walker/wheelchair
- Determine stair flight run: straight or curved
- Note stair rails: condition, right and left side
- Examine light level, clutter hazards
- Note floor surface texture and contrast

## 3. BATHROOM

- Are basin and tub faucets, shower control and drain plugs manageable?
- Are hot water pipes covered?
- Is mirror height appropriate, sit and stand?
- Note ability reach shelf above, below basin
- Note ability to step in and out of the bath and shower
- Can resident use bath bench in tub or shower?
- Note toilet height; ability to reach paper; flush; come from sit to stand posture
- Is space available for caregiver to assist?

## 4. KITCHEN

- Note overall light level, task lighting
- Note sink and counter heights
- Note wall and floor storage shelf heights
- Are undersink hot water pipes covered?
- Is there under counter knee space?
- Is there a nearby surface to rest hot foods on when removed from oven?
- Note stove control location (rear or front)

## 5. LIVING, DINING, BEDROOM

- Chair, sofa, bed heights allow sitting or standing?
- Do rugs have non-slip pad or rug tape?
- Chair available with arm rests?
- Able to turn on light, radio, TV, place a phone call from bed, chair, and sofa?

## 6. LAUNDRY

- Able to hand-wash and hang clothes to dry?
- Able to access automatic washer/dryer?

## 7. TELEPHONE AND DOOR

- Phone jack location near bed, sofa, chair?
- Able to get phone, dial, hear caller?
- Able to identify visitors, hear doorbell?
- Able to reach and empty mailbox?
- Wears neck/wrist device to obtain emergency help?

## 8. STORAGE SPACE

- Able to reach closet rods and hooks, open bureau drawers?
- Is there a light inside the closet?

## 9. WINDOWS

- Opening mechanism at 42 inches from floor?
- Lock accessible, easy to operate?
- Sill height above floor level?

## 10. ELECTRIC OUTLETS AND CONTROLS

- Sufficient outlets?
- Outlet height, wall locations
- Low vision/sound warnings available?
- Extension cord hazard?

## 11. HEAT, LIGHT, VENTILATION, SECURITY, CARBON MONOXIDE, WATER TEMP CONTROL

- Are there smoke/CO detectors and a fire extinguisher?
- Thermometer displays easily readable?
- Accessible environmental controls?
- Pressure balance valve available?
- Note rooms where poor light level exists
- Able to open windows; slide patio doors?
- Able to open drapes or curtains?

## COMMENTS:

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**HELP PREVENT FALLS:** Use this list to prioritize work tasks. Leave a copy of this list with the family so they can make further improvements.

## 1. EXTERIOR ENTRANCES AND EXITS

- Increase lighting at entry area
- Install stair rails on both sides
- Install door lever handles; double-bolt lock
- Install beveled, no step, no trip threshold
- Remove screen or storm door if needed
- Create surface to place packages when opening door
- Install peephole on exterior door
- Repair holes, uneven joints on walkway
- Provide non-slip finish to walkway surface
- Add ramp

## 2. INTERIOR DOORS, HALLS, STAIRS

- Create clear pathways between rooms
- Apply color contrast or texture change at top and bottom stair edges
- Install door lever handle
- Install swing-clear hinges to widen doorway. Minimum width: 32 inches
- Install beveled thresholds (max 1/2 inch)
- Replace or add non-slip surface on steps
- Repair or install stair handrails on both sides

## 3. BATHROOM

- Install swing-clear hinges to widen doorway. Minimum width: 32 inches
- Install secure wall reinforcement and place grab bars at toilet, bath and shower
- Install adjustable-height shower head
- Install non-slip strips in bath/shower
- Secure floor bathmat with non-slip, double-sided rug tape
- Elevate toilet height by adding portable seat or raising toilet base on a pedestal
- Adapt flush handle or install flush sensor
- Adapt or relocate toilet paper dispenser
- Round counter corners to provide safety
- Insulate hot water pipes if exposed
- Create sitting knee clearance at basin by removing vanity door and shelves underneath
- Install mirror for sitting or standing view
- Install good-quality non-glare lighting
- Install shower with no threshold if bathing abilities are severely limited

## 4. KITCHEN

- Increase task lighting at sink, stove, etc.
- Install D-type cupboard door handles
- Install adjustable shelving to increase access to upper cabinets
- Increase access to under counter storage space by installing pull-out units
- Insulate hot water pipes if exposed
- Install hot-proof surface near oven
- Install switches and outlets at front of counter

- Install pressure-balanced, temperature-regulated, lever faucets
- Create sitting knee clearance under work sites by removing doors or shelves
- Improve color contrast of cabinet and counters surface edges for those with low vision
- Add tactile and color-contrasted controls for those with low vision

## 5. LIVING, DINING, BEDROOM

- Widen or clear pathways within each room by rear-ranging furniture
- Secure throw and area rug edges with double-sided tape
- Improve access to and from chairs and beds by inserting risers under furniture legs
- Use side bed rail or chairs with armrests
- Install telephone jack near chair or bed
- Enlarge lamp switch or install touch-control lamp at bedside
- Install adjustable closet rods, shelving and light source for better storage access
- Install vertical pole adjacent to chair and sofa
- Raise furniture to appropriate height using leg extender products
- Install uniform level floor surfaces using wood, tile or low-pile rugs

## 6. LAUNDRY

- Build a counter for sorting and folding clothes
- Adjust clothesline to convenient height
- Relocate laundry appliances

## 7. TELEPHONE AND DOOR

- Install phone jacks near bed, sofa, and chair
- Install peephole at convenient height
- Install flashing light or sound amplifier to indicate ringing doorbell for those with visual or hearing problems
- Install mailbox at accessible height

## 8. STORAGE SPACE

- Install lights inside closet
- Install adjustable closet rods and shelves
- Install bi-fold or pocket doors

## 9. WINDOWS

- Install handles and locks that are easy to grip, placed at appropriate heights

## 10. ELECTRICAL OUTLETS AND CONTROLS

- Install light fixtures or outlet for lamps
- Install switches at top and bottom of stairs

## 11. HEAT, AIR, LIGHT, SECURITY, WATER TEMP, CARBON MONOXIDE CONTROLS

- Install smoke/CO detectors, fire extinguishers
- Increase residents' access to environmental control systems



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- 3/19/09 - Administration Launches New Consumer Website For Responsible Homeowners Seeking Relief
- 3/5/09 - Secretaries Donovan and Napolitano Announce Hurricane Recovery Funding for Louisiana
- 2/27/09 - Secretaries Donovan and Chu Announce Partnership to Help Working Families Weatherize Their Homes
- 2/25/09 - President Obama Calls for American Generosity in Time of Crisis

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**VOLUNTEER TODAY!**



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- Affiliate Resource Center – manuals, templates, tips, info, news
- Listserv – ask questions, share challenges & solutions

# Contact Info

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