

COMPLETE COMMUNITIES UNIVERSITY

SATURDAY, OCTOBER 13
CAPE CENTER

COMMUNITY OUTREACH

Presented by

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Outreach Strategists

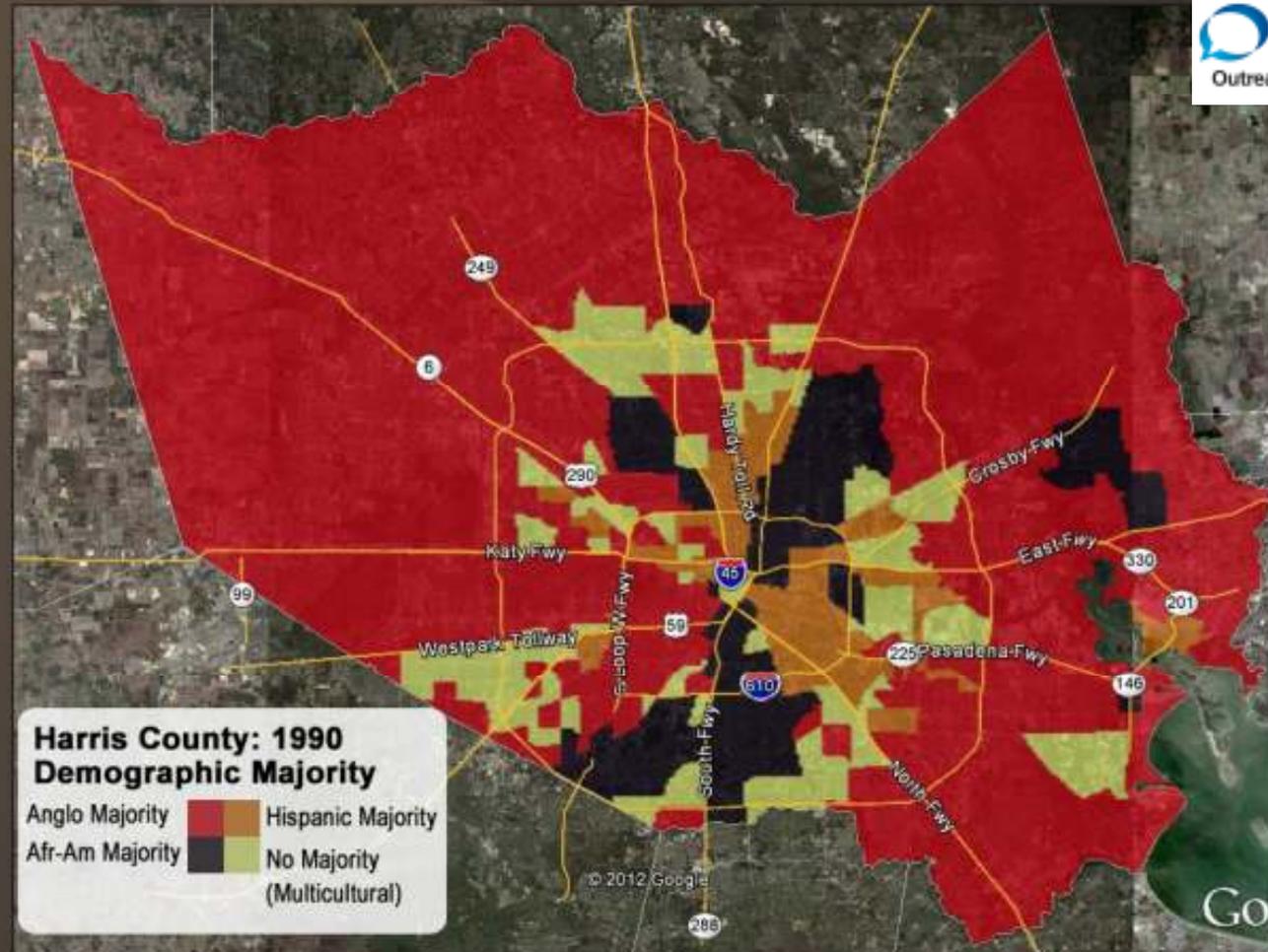
AGENDA

- * THE DIVERSITY OF HOUSTON
 - * REACHING YOUR AUDIENCE:
METHODS AND MADNESS
 - * Q & A
 - * WHAT WOULD YOU DO?
- 

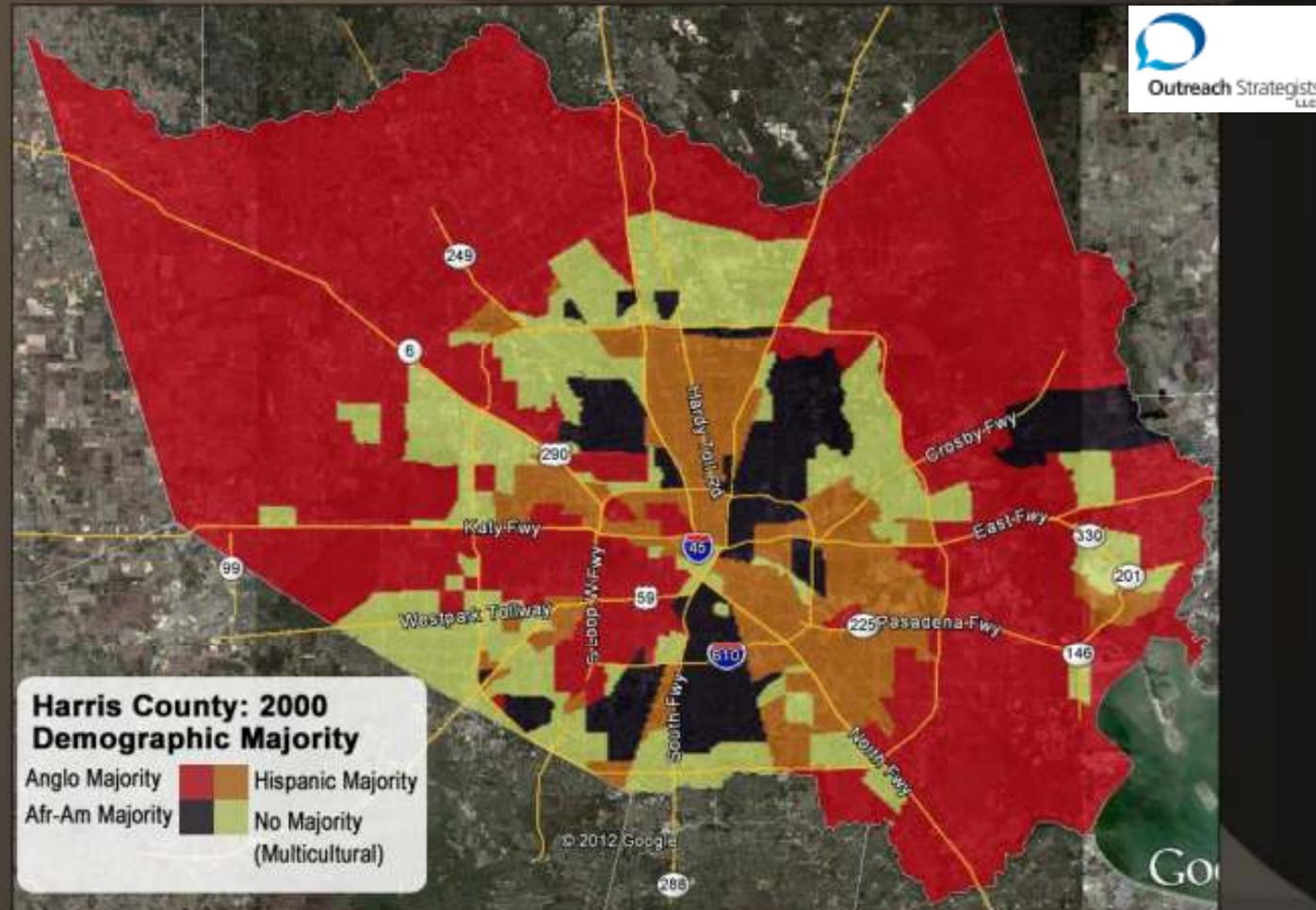
THE DIVERSITY OF HOUSTON

HOW IT HAS CHANGED

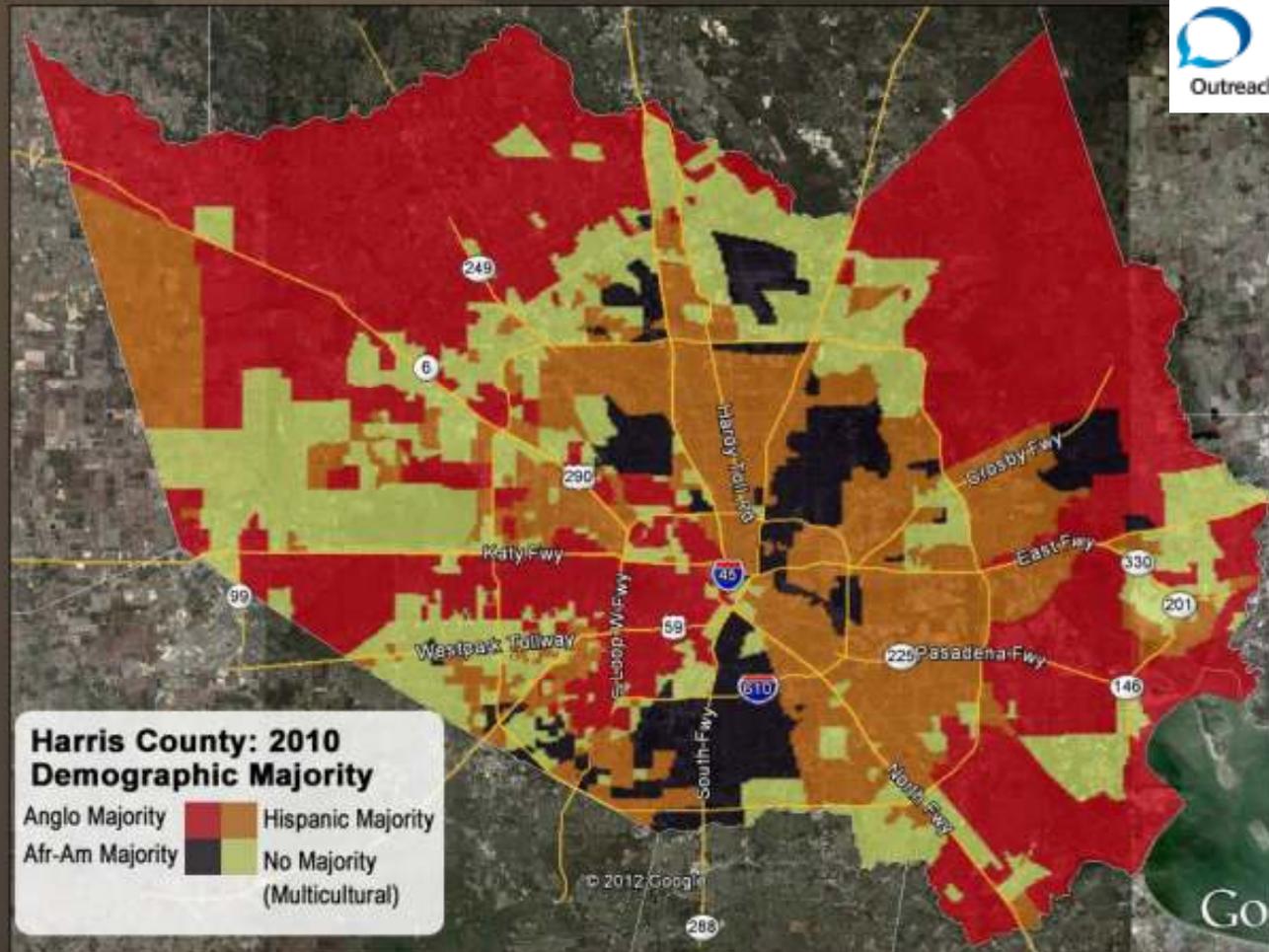
Harris County: An Example of Demographic Change



Harris County: An Example of Demographic Change



Harris County: An Example of Demographic Change



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
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- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.

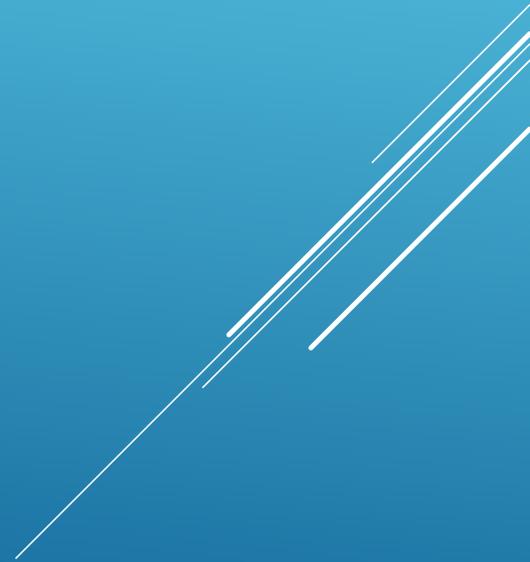
THE OLD FASHIONED WAY

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**
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the blue background.

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??????

A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, set against a blue gradient background.

WHAT WOULD YOU DO?

The background is a blue gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. On the right side, there are several white, parallel diagonal lines that create a sense of motion or speed, extending from the top right towards the bottom left.