

POTENTIAL

Grassroots Strategies



Outreach is about building personal connections with groups that may be unfamiliar with programs offered by Adult Education.

Grassroots outreach is organic because it builds trust and creates relationships by connecting Adult Education staff with potential clients. Building relationships will allow center staff to become familiar faces associated with the opportunity for community members to “Move Ahead.”

Below are ten Grassroots Strategies that are easily executed and will yield great results in connecting Adult Education centers with the public.

1. Develop a distribution list of members of the media, individuals, organizations or businesses who can support the mission of Adult Education.

Activity:

Develop a distribution list that includes names, titles, and contact information for local press, key influencers, nonprofit organizations and businesses that you can use to easily distribute your press releases. You can also send out information and invitations to center events and pieces on student success stories.

Tool Kit Components Used:

- ▶ Press release to announce your event to the media
- ▶ Fact Sheet (Send this electronically with your release to add credibility to the importance of the Adult Education mission.)

2. Use community events to your advantage.

Activity:

Participate in a highly attended, local community event (county fair, annual festivals, etc.) by hosting an informational table to distribute information on the FREE services offered by Adult Education.

Tool Kit Components Used:

- ▶ Brochures
- ▶ Fact sheets
- ▶ Posters
- ▶ Press release to communicate your participation at the event to local media
- ▶ Adult Education banner to clearly identify your table/booth at the event

3. Create partnerships with your local faith-based institutions to host informational workshops on Adult Education programs, and to serve as repositories for updated information on these programs.

Activity:

Faith-based institutions are often pillars in local communities. They are excellent mechanisms to reach captive audiences with center information. Partner with a local faith-based institution to promote Adult Education programs and services to their congregation on an annual basis. This can be in the form of placing information in approved building locations, participating in scheduled congregational seminars or being present at specific church events, such as picnics or other large gatherings sponsored by the church. You can even offer to conduct Adult Education classes on the church campus.

Tool Kit Components Used:

- ▶ Fact sheets
- ▶ Posters
- ▶ Brochures
- ▶ Press release to communicate your partnership and activities to media
- ▶ Adult Education banner to clearly identify the Adult Education brand

4. Create a partnership with your local Chamber of Commerce.

Activity:

Partner with your local Chamber of Commerce to host an Adult Education Day where the center can promote its programs through the Chamber members. This is an easy way to get local businesses involved and even local political leaders who can declare this as an official day in your city or town. This can be held at the Chamber, your center or at a member business' location.

Tool Kit Components Used:

- ▶ Fact sheets
- ▶ Posters
- ▶ Brochures
- ▶ Press release to communicate your participation at the event to the media
- ▶ Adult Education banner to clearly identify the Adult Education brand

5. Create a partnership with a local public elementary school or school district.

Activity:

Partner with a local school and their PTSA to host "Adult Education Night." Encourage students to get friends and family members to come and learn how center programs can help improve their lives. Send brochures home in student backpacks.

Tool Kit Components Used:

- ▶ Fact sheets

- ▶ Posters
- ▶ Brochures
- ▶ Press release to communicate your participation at the event to the media
- ▶ Adult Education banner to clearly identify your presence on the campus for the event

6. Create partnerships with local businesses.

Activity:

Identify local businesses who have a workforce that could benefit from employee retraining programs offered by Adult Education. Partner with these businesses to host seminars and conduct workplace classes at lunch time or after work. Focus the seminars on the programs and services offered by the local Adult Education Center that can help employees enhance their work skills.

Tool Kit Components Used:

- ▶ Fact sheets
- ▶ Posters
- ▶ Brochures
- ▶ Press release to communicate your participation at the event to the media
- ▶ Adult Education banner to clearly identify the Adult Education brand

7. Create a partnership with your local high school.

Activity:

Partner with a local high school that will allow center staff to put up their Adult Education banner and place informational brochures/posters at the concession stand during Friday night football/basketball games.

Tool Kit Components Used:

- ▶ Posters
- ▶ Brochures
- ▶ Adult Education banner to clearly identify your presence on the campus for the event

8. Create a partnership with your local media.

Activity:

Host a media tour day and invite members of your local media to come in and get a brief informational tour of the center. Select successful students or former students as guides who can then talk to members of the media about the benefits and importance of center programs.

Tool Kit Components Used:

- ▶ Fact sheets
- ▶ Posters

- ▶ Brochures
- ▶ Press release to communicate your hosting of the event to the media
- ▶ Adult Education banner to clearly identify the Adult Education brand

9. Create an event that builds on your current clients. Use their experience with the center to invite the public in to learn about Adult Education programs and services.

Activity:

Host a Center Open House and encourage current clients to bring at least one person they know can benefit from a center program or service. Perhaps offer a small door prize as an incentive for participation. Display your banner and let the public know that everyone is welcome to attend.

Tool Kit Components Used:

- ▶ Fact sheets
- ▶ Posters
- ▶ Brochures
- ▶ Press release to announce your event to the media
- ▶ Adult Education banner to clearly identify the Adult Education brand

10. Use your posters and banner to create program awareness in the busiest parts of town.

Activity:

Place your Arkansas Adult Education banner and posters in the central parts of town to advertise the FREE services offered by Adult Education. These locations could be busy shopping centers, local restaurants, or favorite local night spots in your area. Think about who you're trying to reach with center messaging when selecting these locations. Always ask permission when hanging banners and putting up posters.

Tool Kit Components Used:

- ▶ Adult Education banner
- ▶ Posters