

**Building Capacity Together: Toronto LIPs Workshop Series for Service Providers Working with Vulnerable Newcomers**  
*A collaborative project of all Toronto LIPs (North, South, East, West, and City of Toronto's Newcomer Office), funded by the Ontario Ministry of Citizenship and Immigration.*

## OUTREACH IDEAS

### Flyers

**Talk to people**, and hand out flyers. Flyers are just a **reminder** of a conversation. The important thing is to engage with someone and establish a connection. Reminder: you may need permission in some places.

#### Where?

- Door to door
- On the street
- Community events (*i.e. cultural events, festivals, etc.*)
- Grocery stores
- Subway stations and bus stops
- Malls
- Shelters
- Parks
- Apartment buildings (*i.e. set up a table at an apartment building*)
- Food banks
- Recreation centres
- Conferences
- Doctor's offices
- Places of worship

### Events

Organize an event, with the intention of meeting and engaging with people in the community you want to outreach to. Events usually cost money, but some have found donors to cover the costs. Also, the community could help (*i.e. a potluck*).

#### What?

- BBQ
- Workshop/presentation (*i.e. bring in a guest speaker to talk about an issue of concern in the community*)
- Cultural celebration
- Open Mic night
- Poetry slam
- Children's events (*i.e. sports, arts and crafts*)
- Appreciation picnic (*to thank clients/community*)
- Street festival
- Open house
- Networking tables/meetings

### Relationship Building & Partnerships

Build relationships with the people around you that can help you reach your outreach goals, including the people in the community that you are outreaching to.

#### Who?

- Community leaders (*i.e. faith-based, entrepreneurs, advocates, etc.*)
- Community members that want to be mentored, and share knowledge with their communities (*like an "ambassador program"*)
- Community-based organizations and individuals (*i.e. library staff*)
- Like-minded organizations that can refer clients to you
- Like-minded organizations that you can partner with to offer even better services and outreach together for greater impact (*including applying for funding together, and hiring a full-time outreach worker*)
- Superintendents of buildings
- Staff and volunteers at local food banks or shelters
- Local businesses
- Students

## Art

Organize a performance somewhere (for example, on the street). This will capture attention, and give you the opportunity to have a conversation with someone and hand out a flyer with your contact information.

### What?

- Skits/role-plays
- Flash mobs
- Dancers (*i.e. volunteer break dancer*)
- Singers (*i.e. soloist with guitar*)
- Displays

## Media & Advertisements

Promote your service/program in media sources that are prominent in the community that you are outreaching to. Post advertisements where people congregate. Think both big and small. Reminder: Some may be free, but others may require payment.

### Where?

- Public transit (*subways, buses, subway stations*)
- Ethno-specific media (*i.e. interview with OMNI TV*)
- Ethno-specific newspapers or magazines

## Announcements

Make an announcement wherever you are.

### Where?

- Community events
- Cultural events
- Places of worship
- Meetings
- Conferences

## Group/Drop-in Activities

Organize activities to achieve your outreach goals. They could be regular monthly activities that keep attracting new people as participants bring their friends and families. They could also be activities held in public places with the goal of having others join in (*i.e. yoga in the park*).

### What?

- Zumba class
- Knitting club
- Book club
- Potluck club
- Embroidery club
- Painting class

## Posters

Putting up posters may be a helpful way of outreaching, depending on the community that you are outreaching to. Posters are often combined with another form of outreach. Remember: permission is often required.

### Where?

- Grocery stores
- Community bulletin boards
- Places of worship
- Community/recreation centres
- Laundromats
- Local coffee shops, restaurants, cafes & bakeries
- Community health centres
- Street
- Schools
- Apartment buildings
- Food banks
- Libraries

## Technology

“Personalize” everything. Group emails are much less effective than emailing a specific person or calling them.

- personalized emails
  - websites
  - Social Media
  - Phone tree
  - Make a video
  - Conduct a webinar
  - Cold Call
- (i.e. 10 people to call 5 people, who will call another 5 people, etc.)

## Word of Mouth

When excellent service is provided, people talk about it!