

**The Brookdale National Relatives As Parents Program  
(RAPP)  
Orientation and Training Conference  
Kansas City, MO  
May/June 2003  
Marketing and Outreach Brainstorming Session**

**MARKETING AND OUTREACH**

**What is Marketing?**

- Letting folks know what you (your program) has to offer
- Selling your program
- Inviting utilization; Persuading others to use your program
- Advocacy
- Marketing **within** your agency – to all agency staff (so that everyone in your Agency knows about your program and what services it provides)

**How Do You Market Your Program?**

- Use festive paper – paper that is eye-catching - obtained from sales/donors, garage sales, stationery store sales/overstocks
- Get an outsider to review your materials (fliers, program brochures, et.al) before printing the materials – especially if it is in a second language, like Spanish
- In-service presentations
- Offer to sponsor events/workshops
- Workplace seminars
- E-mail all colleagues about services
- Make periodic phone calls to follow-up with community contacts, providers, etc. (everyone you send material/information to about your program)
- Connect with/contact new legislators – great opportunity to inform/educate them on the issues affecting/involving grandparents and other relatives raising children (especially during election time)
- Get sponsors to pay for stuff. For example, contact your local AARP office, major pharmacies, supermarkets, etc.

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**Make Inexpensive Posters!**

- Blow up 8 ½ by 11 to larger size at Kinkos (or other printing/copy shop)
- Glue on Foam Core
- Use “poster maker” to add color
- Costs: \$4 - \$10

Other Techniques:

- Clip n’ save in newspapers
- Print bags with your Program Name and information for Grandparents Week;
- Put “tear offs” with contact information all around town.

**What Is the Most Effective Way to Get Your Message Out?**

- Word of mouth
- Newspapers
- Health Fairs
- Public Service Announcements (PSA’s on local radio programs – cable access and network television community calendars)
- Health Fairs
- Community Fairs
- Advertising
- Fliers
- Brochures
- E-mail/Websites; links to AARP
- Calendar of Activities
- Utilize Community Partners to help
- Enlist the help of community groups to take on on-going outreach as a project (grocery stores, department stores, restaurants, schools, school counselors, social work programs)

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**What Information Should be Included on a Brochure/Flier**

- Who you (or your program) is
- Bold print
- Ask key questions (Are You Caring For Your Grandchild (Niece, Nephew) Do You Need A Break? Do You Need Legal Assistance?)
- Minimal Information (Who, What, Where, When)
- Consider your audience (Literacy level, access to computers, font size, etc.)
- Fliers and Brochures should be inexpensive productions (until perfected – so that they are not so costly to replace)
- Use the words “grandparents” and “caregivers”
- Consider the color of your flier/brochure, for example yellow.
- Have a simple logo – something that is recognizable
- Readability is important (5<sup>th</sup> grade level)
- Don’t make it too busy (too many words, too much said)
- Look at good examples of other brochures (Brookdale has a lot of them available)
- Target the information on your brochure/flier to a particular audience
- For grandparents: Avoid jargon (don’t assume everyone know what “respite” is), Remember the reading level and Don’t assume that all caregivers are elderly or frail)
- For Agencies: colorful business cards can be included with information about RAPP; rolodex cards can be provided; survey providers to create a buy-in or feedback)
- State key elements of program (be brief)
- Offer in-service presentations or trainings

**Essential Information for your brochure or flier:**

- Your Agency’s phone number
- A contact name: Who should the person calling ask for? (if staff turnover is a problem for you, maybe the title of the person who will be able to help would be good. Better yet, why not ensure that everyone who picks up the phone knows about RAPP and the services available to relative caregivers?).
- The name of your program
- Your Logo or a picture (says a lot without words!)
- What services are available (ie: highlights of available services)

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- What region you are located in – city and state
- Write FREE if your services are free. The word FREE is very attractive- to everyone.
- State eligibility requirements for services if applicable for example, if the services are for age-specific participants or if there are other requirements to access services, let the reader know.
- Nonprofit status of Agency
- Funders (maybe)

**Who Should We Target?**

- Caregivers directly
- Supermarkets, grocery stores (other informal networks)
- Doctors and dentist offices (eye doctors too)
- Barbers and beauty parlors
- Day care centers
- McDonald's/Burger King, neighborhood restaurants and bakeries
- Churches, temples, synagogues
- Bingo halls
- Bathrooms
- Health Department Clinics
- Libraries
- Hospital discharge planners, social workers
- Department of Human Services
- Women Infant and Children (WIC) Programs
- Food Stamp Offices
- Courts
- Legal Aid/Legal Services Offices
- Senior Centers
- Schools
- Parent Teacher Associations (PTAs)
- Youth Bureaus
- Pediatricians
- Preschools
- Hearing and speech Therapists
- YMCA, YWCA
- Rehabilitation Programs (Drugs and Alcohol)
- Food Banks
- Cooperative Extension Offices
- Child Protective Service Offices

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**What Kind of Presentations Can I do for Agencies Contacted?**

**Examples of Presentations:**

- Use an educational video on caregiving – leads to discussion on issues faced by caregivers and what services your program provides
- Newspaper pieces (short clip/story on relative caregiving)
- Parenting session for teachers, social workers and counselors about RAPP
- Focus on a specific topic, for example, attachment issues
- Community Information meetings (market presentation in newspapers)
- Use “paper hat” idea (from Cornell Cooperative Extension - Parenting A Second Time Curriculum) at workshop – very effective.
- Resource Group/Fairs
- One on one/face to face meetings must follow any mailings or phone calls about your RAPP
- Follow up with program (educational, social or support group) attendees
- Join a group where caregivers are
- Rotate colors when using flip charts (improves retention)
- Advisory Committee members can help by making presentations about your RAPP as well
- Use case examples about how RAPP has helped grandparents
- Know your community

**Summary of Key Elements**

- Know your community
- Outreach is ongoing throughout the life of your RAPP
- Grandparents are the best advocates
- Target/focus outreach to be the most effective
- Conserve resources/energy by concentrating on the most useful/successful strategies
- Use Partners to help achieve your goals.