

Creative Outreach During COVID-19



Hello!

This toolkit is meant to guide your outreach as we get through COVID-19. Outreach while social distancing can be a challenge. Many of us are used to building relationships and making connections in person. Let's take some time to brainstorm innovative ways to reach survivors.



We hope to spark some creative ideas!

COVID-19 Outreach Content

When getting the word out about your services, it's important to keep it simple.

Information to Include:

- Who you are
- If and how your services are impacted by COVID-19
- If you are offering remote services and/or different services
- Supportive statements (e.g., "We are still here for you")
- Hours/Changes in hours
- Hotline/Helpline number
- That you are still providing community support
- Any donations needed

[Click here for more tips on messaging about your service changes](#)

Download [this sample flyer](#) or [this tear-off flyer](#) to create your own!

Traditional Outreach

Local Newspapers/Radio & TV Stations

Local newspapers, radio, and TV stations are a great way to advertise your services and are usually cost effective.

Also, they are often community-based and focus on community issues and events.



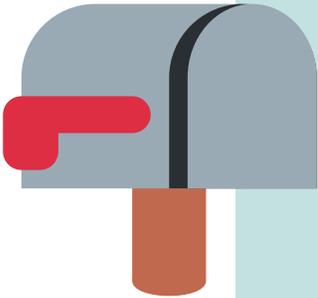
Need an Idea?

- Pay for advertisements
- Write a Letter to the Editor ([click here to see a sample](#))
- Give an interview
- Provide a hopeful or positive story



Postal Service

You can mail out new COVID-19 specific flyers or letters to let the community know you are still here for them. Mail and postal services are considered essential services and are a good way to inform the community of your services.



Strategize with your Postmaster about how to get your information out. Consider sending out flyers, postcards, letters, or door hangers to households, services, and businesses in your community. Think about adding COVID-19 information and other social services, so your service information may be less apparent to a person causing harm.

Calling Your Partners!

Call community partners, community leaders, and religious/spiritual communities to get the word out that you are still open and providing services. They can bring the information back to their circles to help spread the word.



You may find you can strengthen your relationships or build new ones as you support each other during this time!



Flyers and Shoecards

Consider making COVID-19 specific flyers and shoecards and posting them around your community. When deciding where to post them, think specifically about your community and the places still open.



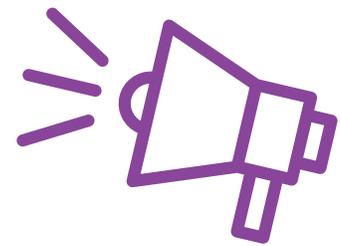
Consider including other social services in your materials. This may make it safer for survivors who are social distancing or quarantining with abusers.

You can ask essential retailers if cashiers can include your COVID-19 materials in each bag as customers check out.

Post your flyers in the public bathrooms of essential services, like gas stations. Tear-off flyers with program contact information may be a good option here.

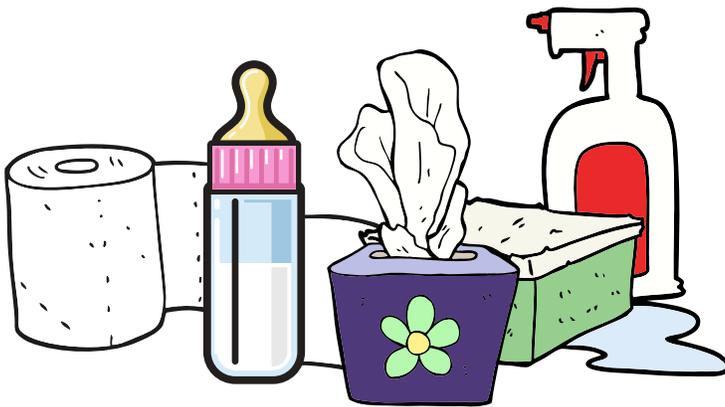
Where to Get the Word Out

- Grocery stores
- Gas stations
- Veterinarian offices
- Pharmacies
- Post offices
- Banks
- Food banks
- Water stations
- Laundromats
- Community services
- Community boards (i.e., public parks)
- Other essential services



Become a “Resource Drop-off Zone”

During this time people may be looking for a way to get involved without face-to-face contact. Given the stockpiling of resources, essential supplies may be hard for your community to find. Designating your agency as a drop-off zone for resources can help your community locate where to donate and find basic needs during this time. It can also increase community awareness of the services you provide.

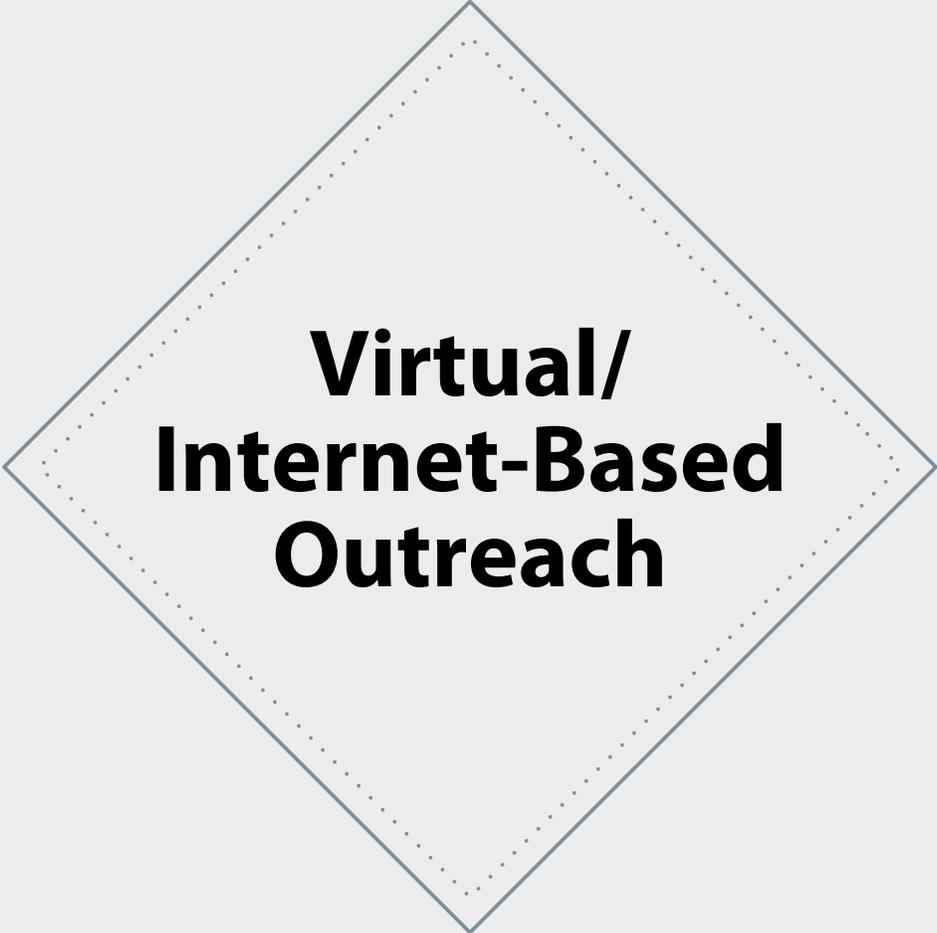


Some basic essentials to collect:

- Kleenex
- Toilet paper
- Paper towels
- Cleaning products and gloves
- Diapers
- Formula
- Baby and bathroom wipes
- Toiletries
- Menstruation products

How do you do this?

1. Spread the word and advertise your efforts among your partnerships and in the community.
2. Designate a public place where people can drop off or pick up the resources. In front of your main office may be ideal, or work with your community partners to determine a site.
3. Have people come pick up the resources. You can do this by having an open pick-up time or create a schedule.
4. Use the pick-up site to advertise your other services.



Virtual/ Internet-Based Outreach

Internet-based outreach is a great way to get the word out about your services quickly and to a wide audience. With traditional outreach, you may be limited to one flyer or shoecard, but with internet-based outreach you can easily and affordably create many different types of content.

Content Ideas for Internet-Based Outreach

- Highlight your COVID-19 response and services
- Discuss how to prepare and cope during COVID-19
- Provide guidance on safety-planning during COVID-19
- Include positive messages, such as self-care tips
- Advertise any virtual services you provide, like Zoom support groups, virtual advocacy, and virtual events
- Create a COVID-19 specific webpage or social media story for a centralized location on COVID-19 response



Social Media

Social media is a great way to stay connected regardless of the distance. People on social media are online more than ever before. Prioritizing its use during this time can help your community know you are available.

Where to Start?

Instagram
Twitter
Snapchat
Tik Tok

Facebook
Neighborhood Apps/Groups
(e.g., NextDoor, Ring, HOA groups, Facebook groups)

How to maximize your social media presence

- Keep your information simple.
- Use bold colors, attention grabbing graphics, and easy to read font.
- Create separate content specific to sexual violence or domestic violence for more impact.
- Post often and keep it varied. Post at least once a day. This could be a tweet or post of the day.
- When you make a post, also put it in your story.
- Engage with others but make more original content than you re-post.
- Use local hashtags and tag local organizations.
- Pay for advertising on different platforms.
- Host Facebook, Instagram, and/or YouTube Live events.
- Conduct a giveaway tag challenge. Ask your followers to tag their friends to be entered to win a prize. This is a good way to increase visibility and followers.
- Combine posts with awareness months (SAAM, Child Abuse, National Crime Victims Week, etc).
- Plan your posts in advance/make a queue.

Email Blast

You likely have an established listserve or contact list for your newsletters, community updates, and fundraising. You can send out updates about your services and availability.



[Click here for a COVID-19 services update email template](#)

Host Virtual Meetings and Events

You can use technology like Zoom, Skype, or Facetime to host virtual events. These could be educational, community updates, or movie nights.

Tech Safety and Virtual Events

Zoombombing is a practice where an uninvited person joins a meeting and shares unwanted content.

[Follow this link to learn more about how to increase the safety of virtual meetings and events.](#)



Let's get creative with outreach!



Connect with us!



Helpline (*Monday through Friday, 8:30am - 5:00pm*)
(602) 279-2900 or 1 (800) 782-6400



Chatline: www.acesdv.org/helpline



Email: helpline@acesdv.org