



What is Outreach?

Questions to Ask: It's All About Connection

- Is your organization effectively connecting directly with survivors?
 - What are the most effective ways to connect with your target population?
 - E.g., Minor survivors will access services by different means than farmworker survivors.
- Is your organization effectively connecting with other service providers that work with survivors who may need your services?
 - Are you connecting with the “on-the-ground” individuals who have personal relationships with survivors?

Questions to Ask: Any Way You Connect...

- Does your organization’s message effectively communicate the scope of your services to your community/target population?
- Which methods are most effective for reaching survivors in your community?
- Which methods are most effective for reaching your target populations, as outlined by your grant, mission, etc.?

Target Audience

Questions to Ask: Identify Target Audience

- Have you reviewed your grant to determine if you are funded to prioritize any specific populations?
- Has your organization evaluated its current client base to determine which populations are already seeking its services?
- Has your organization evaluated the community make up to determine which populations are present but not seeking services?
 - Has your organization identified possible barriers that may contribute to these populations not seeking services?

Questions to Ask: Who Are You Missing?

- What invisible populations might live in your community?
 - E.g., LGBTQ, individuals experiencing homelessness, immigrants, etc.



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- Who are the most vulnerable populations in your community?
 - Often the same as the invisible populations.
 - E.g., LGBTQ, individuals experiencing homelessness, immigrants, minors, people with disabilities, etc.

- Rates of sexual assault are highest among females age 12-24.
 - Does your current client base reflect this?
 - If not, why might that be? What barriers might this age group face in accessing your services?

Creating an Outreach Plan

Questions to Ask: Outreach Planning Tool

- Do you have an outreach plan?
- Have you filled out the **VRLC Outreach Planning Tools**? 
- Do you revisit your outreach plan and keep it up-to-date?

Questions to Ask: Organizational Assessment

- Is your organizational message accessible?
 - Is your *method* of communication accessible (online vs. flyers)? Will your target audience be able to find your message?
 - Is the *language* of your communication accessible?
 - Do you literally speak survivors' language (e.g. Portuguese)?
 - Do you figuratively speak survivors' language (e.g. slang)?

- Does your organizational message clearly and accurately communicate the scope of your services?
 - Will sexual assault survivors know that your organization has services for them?
 - Do you say so expressly?
 - Will the services offered be relevant to sexual assault survivors?
 - E.g. sexual assault survivors are more likely to need assistance with employment or education-related issues than with divorces or custody issues.



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- Will all survivors know that they are welcome and services are available for them?
 - E.g. male survivors, LGBTQ survivors, minors, etc.
- Does your organizational message clearly distinguish sexual assault services from domestic violence services?
 - Many organizations indicate in the introductory portions of their materials that they serve “domestic and sexual violence victims.” However, if materials subsequently use exclusively domestic violence paradigms and language, it may send a message to sexual assault survivors that the organization actually does not serve non-intimate partner sexual assault survivors.
- Does your organizational message distinguish intimate partner sexual assault from non-intimate partner sexual assault?
 - If you accept all types of sexual assault cases, does your message expressly say so?
 - Many organizations only offer services to domestic/intimate partner violence survivors. If your organizational message does not expressly distinguish your services, survivors of non-intimate partner sexual violence may assume that they are ineligible for your services.

Questions to Ask: What Resonates?

- Do your organizational materials speak to survivors?
 - Do they use words that survivors use to describe their experience?
 - Are your outreach materials written in plain language that is easily understood by non-attorneys, survivors with diminished capacity, limited English proficient clients, etc.?
- Do your organizational materials include images that reflect the target audience?
 - Age, race, gender, sexual orientation, lifestyle, community, etc.

Questions to Ask: Find Your Target Audience

- Where does your audience hang out virtually?
 - Websites, Blogs, Facebook, Instagram, Twitter, etc.



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- Where does your audience hang out physically?
 - Are they in a rural or urban area?
 - Where do they live, work, go to school?
 - Where do they socialize, shop, eat?
- How do they travel in their day-to-day lives?
 - Car, public transit, walk, bike, etc.

Questions to Ask: Who to Ask for More Information?

- Has your organization asked survivors for feedback about how they found out about your organization?
- When crafting outreach materials, particularly those designed to reach a specific population, can your organization facilitate a focus group (perhaps with a community partner who has access to your target population) with people from that population to give you feedback?
- Has your organization solicited input from community partners about their successes and challenges in reaching your target audience?
- Has your organization thoughtfully prioritized how it will use its limited resources to conduct outreach to your target audience most effectively?
 - What are the most impactful changes you can make?