

BROTHER, YOU'RE ON MY MIND

Community Outreach Checklist

Understanding the population you wish to serve through your Brother, You're on My Mind events will increase the likelihood that your program will be relevant and that you'll reach your intended audience. Speak with local leaders and organizations to—

- Learn about the individual characteristics and employment patterns that could be useful in designing your event.
- Learn about preferred communication channels that will be useful in promoting your events.
- Engage these organizations to play a larger role by partnering in your event planning, as well as helping you advertise.



This checklist can help you brainstorm the organizations and media channels that are most important in your community.

IDENTIFY LOCAL LEADERS AND ORGANIZATIONS

- Community leaders: community elected officials, government officials, clergy, tribal leaders, teachers and principals, community groups, media personalities, sports figures, youth leaders
- Community businesses and organizations: schools, places of worship, colleges and universities, school groups (including fraternities and sororities), women's and men's clubs, senior and community centers, recreational facilities and centers, work sites (including grocery stores, clothing stores, hair salons, barber shops)
- Health care and social service agencies: provider practices, community health clinics, nursing homes, hospitals, academic medical centers, offices of welfare and child welfare, community action agencies, public housing, mental health clinics, drug treatment centers

IDENTIFY COMMUNICATION CHANNELS USED BY YOUR TARGET POPULATION

- Formal and informal interpersonal relationships: health care providers, religious leaders, community leaders, family members, friends
- *Mass media*: promotion through local television, newspapers, periodicals, radio
- *Social media*: Facebook, Twitter, Instagram

Use your network. Think of churches, nonprofit organizations, and fellow fraternities and sororities that chapter members, friends, and family members belong to.