

Menu of Marketing & Outreach Considerations

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Choose your audience(s):

- Corrections personnel
 - Court personnel, judges
 - Crime Victims Compensation
 - Education
 - K-12
 - Higher education
 - Funders
 - Law Enforcement personnel
 - Legal service providers, legal actors representing others (e.g., criminal justice, administrative bodies), potential pro bono attorneys
 - Media
 - Medical & mental health providers
 - Members of the public
 - Military personnel
 - Social service providers in specific communities or populations (e.g., Deaf community, senior centers, children's services, ethnic communities, faith communities, libraries)
 - Victim Service Providers (system- and community-based)
 - Victims
- Choose your Format(s)
 - Bus/train signs, billboards, etc.
 - Emails, web pages, social media
 - Flyers, newsletters, brochures, postcards, PSA's
 - Invitations to Network-sponsored events or meetings
 - Launch events
 - Needs assessment participation (survey, focus group, interview)
 - One-on-one meetings
 - Press Conferences, Press Releases
 - Staff meetings
 - Task forces, work groups, committees
 - Training to people who have one-on-one contact with victims (e.g., continuing education, conferences, in-services, roll-calls)
 - Translation of documents for top languages spoken
 - Choose your Strategies
 - Build on existing relationships (including those of Steering/Advisory Committee, Network partners)
 - Give recognition
 - Identify a key person as an ally or point of contact within a larger organization or system
 - Identify a shared need
 - Promote benefits of xxx (e.g., legal services generally, networked services specifically)
 - Recruit for various level of commitment (FYI, participating in needs assessment, advising on development, thought leader, full partner, referral partner)
 - Key Messages
 - Contact information (hotline, website, etc.)
 - These geographic areas are served

- Hours, locations in which services are available
- These organizations are part of the Network
- These services are available
- Services are available at no cost
- These types of assistance are available (transportation, child care, language interpretation, etc.)
- Victims of these types of crimes can receive services
- Tip: Use a tag-line or similar if the Network name doesn't clearly describe the work of the network
- Respond to common reactions in advance
 - "Is this just another project that will disappear in a few years?"
 - "Is this just more work to do or meeting to attend?"
 - "Is this just one more place where I will end up on a wait list?"
 - "What makes the Network different from business as usual?"