

Tools of the Trade

Promote Your Program & Address Sustainability Workbook

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Beta Version

Coffey CONSULTING

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Promote Your Program & Address Sustainability

Promote your program well to reap the benefits of community acceptance, happy employers and participants, and ultimately improve the likelihood of your program's long-term sustainability.

Welcome to the REO Tools of the Trade: Promote Your Program & Address Sustainability—Workbook – containing interactive tools to help you enhance your planning and implementation process. This Workbook is part of a series – REO Tools of the Trade – placing the spotlight on three areas that present some of the greatest challenges in developing and maintaining re-entry programs.

- Build the Foundation
- Create the Infrastructure & Perfect Your Program
- Promote Your Program & Address Sustainability

Promote Your Program & Address Sustainability focuses on the importance of:

- Creating and implementing clearly defined messages and methods and creating and implementing communication tactics that will best reach your audiences
- Thinking about funding from day one, investigating "tried and true" financial and in-kind funding sources in addition to those you may not have previously explored

As with all Workbooks in the series, suggested tasks compel you to "hit the pause button," helping to ensure that what you've created will be successful, culturally competent, and sustainable. You will also see that completion requires collaboration and cooperation among staff and partners, reinforcing the importance of remaining on the same page. Your Workbook also comes with a Resource Guide, supplying data, strategies, helpful terms, and examples.

We wish you the best as you plan and implement your USDOL Re-entry Program (RP) and have the utmost confidence that you will build and sustain a program that resonates with your community.

The Coffey Team

Promote Your Program & Address Sustainability At-a-Glance

Resource Guide Topic and Pages	Workbook	Workbook Pages
	At-a-Glance	4-5
Create Communication Strategies (Pages 6-13)	1. Confirm Target Audiences	6
	2. Create Targeted Messages and Develop Your 30-Second Pitch	7-9
	3. Recruit Messengers and Keep Them Happy	9-10
	4. Craft Methods	10-12
	5. Evaluate Your Promotional Efforts	12
	Putting It All Together	13
Sustain Your Program (Pages 14-18)	Leveraging Resources	14-18
Learn More (Pages 19-21)	n/a	n/a
Helpful Terms (Pages 22-29)	n/a	n/a

Workbook Completion

Integrate the following worksheets as you launch or re-visit your promotion and sustainability planning. You may find that some of the worksheets may or may not be relevant to where you are. Feel free to utilize those that make the most sense.

Key Players

The worksheets have a suggested audience, located in **[brackets]** beneath the title on every page.

- **Leadership Team:** Executive Director of your organization and key personnel.
- **Working Group:** Includes the Leadership Team plus organizations and agencies required in the Funding Opportunity Announcement (FOA) and proposed in your Statement of Work (SOW).

Promotional & Sustainability Tips

Here are some pointers to help ensure progress in both areas:

- There is little mystery to creating and implementing promotional and sustainability strategies – perhaps the biggest challenges are time and timing.
- Whatever you do, tell your story so it mobilizes others; inspires action; and changes how people think, feel, and act.
- The five steps to stellar promotion are:

    1. Confirm Target Audiences
    2. Create Targeted Messages and Develop Your 30-Second Pitch
    3. Recruit Messengers and Keep Them Happy

4. Craft Methods
5. Evaluate Your Promotional Efforts

- Target audiences:
  - Individuals who will benefit from your services – participants, employers, and in the case of Intermediary Grantees, non-profit partners and agencies
  - Individuals and institutions that can help ensure your program's visibility and sustainability by spreading your message – the press, Governor's office, state and local government agencies, and partners
- Keep your messengers informed and engaged. Applaud their involvement in your efforts
- Think about your timelines when planning promotional activities:
  - **Websites:** A minimum of two months planning and implementation
  - **Public Service Announcements and Articles:** At least 3-4 weeks from development and approval to placement
  - **Social Media Posts:** You don't need as much lead time, but you have to keep up the momentum and post regularly. Be sure to include pictures and other appealing visuals
  - **Videos:** Professionally produced videos can take up to two months to write, shoot, edit, and gain approval. Don't forget to obtain release forms for those featured in your video
- All too often, you're so busy doing the work that your sustainability plan comes last when in reality *it's important to think about it from the start*.
- Build your sustainability plan based on the following steps:

1. Revisit Your Mission, Vision, and Goals
2. Determine What You Want to Sustain
3. Build Collaboration and Nurture Your Partnerships
4. Choose Desired Strategies and Methods
5. Develop Sustainability Action Steps
6. Document and Communicate Successes

Communication Tutorial
[Leadership Team]

The following worksheets will help you formulate your outreach activities. You'll have a ready-made promotional strategy once you complete these exercises. Take your time with each of the following steps:

1. Confirm Target Audiences
2. Create Targeted Messages and Develop Your 30-Second Pitch
3. Recruit Messengers and Keep Them Happy
4. Craft Methods
5. Evaluate Your Promotional Efforts

1. Confirm Target Audiences

You're looking to recruit those who will directly benefit from your efforts as well as individuals and entities that can promote your success. Start with specific goals and tie that goal with target audiences. Where will you find these audiences, and who are your contacts? Fill in the blanks below, and be creative! We've provided an example to get you started.

Once you've completed this chart, prioritize your ideas, establish contact with your easiest and most obvious contacts, and move down your list from there.

Goal	Target Audience	Organization's Name	Point-of-Contact
Recruit previously-incarcerated youth	Youth, aged 16-21	College Park Youth Services Bureau	Sarah Smith ssmith@cpys.org 301-xxx-yyyy

2. Create Targeted Messages and Develop Your 30-Second Pitch

The following exercises place the spotlight on your audiences and create messages that will resonate with them. The first exercise supplies suggested themes in the boxes below (referenced on pages 6-8 of your Promote Your Program & Address Sustainability Resource Guide). Feel free to personalize the themes according to your grant. Then add targeted messages that relate to your themes.

Audience	Themes	Potential Messages
Job Seekers/Participants	Supply an overview of what your program is offering, i.e., access to housing, healthcare, legal assistance, job search, education and training, transportation, etc.	
Employers	Provide information about the advantages of hiring your program participants, including access to great employees, tax credits, and bonding.	
Press	Focus on numbers, changing perceptions about justice-involved individuals, and increasing employment opportunities for the hard-to-employ.	
State and Local Legislators	Provide numbers, improving the economy and meeting an employer's bottom line, how much money has been saved, and how much state revenue has been generated through participant salaries.	
Potential Partners (State and Local Government Agencies, America's Job Centers, and other Non-profits)	Focus on collaboration across systems and what will be achieved by doing so.	

Audience	Themes	Potential Messages
Community	Tell compelling stories of hope, and change perceptions about justice-involved men, women, and youth.	

Develop Your 30-second Pitch

This second exercise asks you to take your messages and place them into a 30-second pitch. Follow the directions below to create your pitch.



1. My program is unique because:

2. We are immediately recognizable because:

3. My organization's three greatest accomplishments are:

4. List the messages from the previous exercise that you would like to include in your 30-second pitch:

5. Draft your 30-second pitch below.

Hook:

Accomplishments:

Call-to-Action:

3. Recruit Messengers and Keep Them Happy

Who will you choose to deliver your messages? Fill in the blanks below, and identify people in your community who can serve as program spokespeople.

Outreach Goal	Organization	Point-of-Contact	Strategies to Keep Them Happy
Program Credibility			
Customer Profiles/ Success			
Statistical Success			

Outreach Goal	Organization	Point-of-Contact	Strategies to Keep Them Happy
Customer Recruitment			
Employer Recruitment			
Partner Recruitment			
Other			

4. Craft Methods

This section focuses on the WHO, WHAT, WHERE, and WHEN aspects of program promotion. Answer the following questions, and fill in the blanks.

1. **WHO** are your target audiences? (Be as specific as possible)

2. **WHAT** methods and materials resonate with your audiences?
   - ☐ Website
   - ☐ Social media
   - ☐ Articles
   - ☐ Press releases
   - ☐ Media alert
   - ☐ Ads
   - ☐ Public Service Announcements
   - ☐ Personalized items such as mugs, water bottles, etc.
   - ☐ 30-second pitch
   - ☐ Presentations
   - ☐ Other _____
   - ☐ Other _____

   Notes:

3. **WHERE** are the communication venues that your program should tap into when promoting your REO Program?
   - ☐ Newspaper (name and point-of-contact here)_____
   - ☐ Television _____
   - ☐ Radio _____
   - ☐ Website(s) _____
   - ☐ Blogs _____

   Notes:

4. **WHEN** is the best time to launch your efforts?

Task	Planning Time Needed	Start Date	Launch Date
Press Release			
Brochure			
Website Content or Website			
Articles			
Ads			
Social Media Posts			
Other			

Task	Planning Time Needed	Start Date	Launch Date
Other			
Other			

5. Evaluate Your Promotional Efforts

- What is your definition of success relative to outreach and promotion? Is it: [Check off the appropriate boxes and fill in the blanks.]
  - ☐ Increased community recognition of your program?
  - ☐ Increased program enrollment?
  - ☐ Increased recruitment and commitment of community partners?
  - ☐ Increased number and type of employers who have signed on to the program?
  - ☐ Increased placement success?
  - ☐ Decreased recidivism rate?
  - ☐ _____
  - ☐ _____

- How will you evaluate your promotional success? Should you include:
  - ☐ Employer/participant satisfaction surveys?
  - ☐ Number of hits on your website?
  - ☐ Number of followers on Facebook, Twitter, and Instagram?
  - ☐ Media coverage?
  - ☐ Number of events where your program is featured?
  - ☐ Qualitative statements?
  - ☐ _____
  - ☐ _____

Putting It All Together

Here's an example of how a potential event or activity can be launched, integrating the steps and ideas referenced in this Communication Tutorial. Feel free to use this as a template as you plan your promotional tactics.

Task	Lessons Learned (The Do's and Don'ts from Previous Events)	Who's Responsible
Confirm your event goals, target audiences, and messages.		
Enlist your messengers.		
Confirm the tools you'll be using to promote your event/activity, and list them below:		
Confirm production details and deadlines: ▪ Who will be creating your tools? ▪ How much lead time do you need? ▪ Who will be responsible for disseminating your tools?		
Create your tools.		
Launch your efforts.		
Evaluate your progress and make refinements.		
Start the process again for next event or activity.		

Leveraging Resources
[Leadership Team]

The purpose of this exercise is to help you consider new funding sources outside of the norm. Answer the questions, fill in the boxes below, and integrate these ideas into your sustainability strategies.

1. Program goals and target audiences:

2. How long has your program been in existence?

3. Are you new to REO or are you a returning grantee?

4. In addition to your USDOL funding, what other funding sources support your efforts?

5. What in-kind contributions have you secured?

6. What specific services does the funding support (complete the chart below):

Services	Funding Source	Type of Funding (Financial Support, In-Kind Contributions, Etc.)	Funding Schedule (Award Dates From ___ To ___)

7. What activities are not funded due to grant limitations but are critical to your efforts?

8. Are you seeking funding for these services? If so, where are you looking?

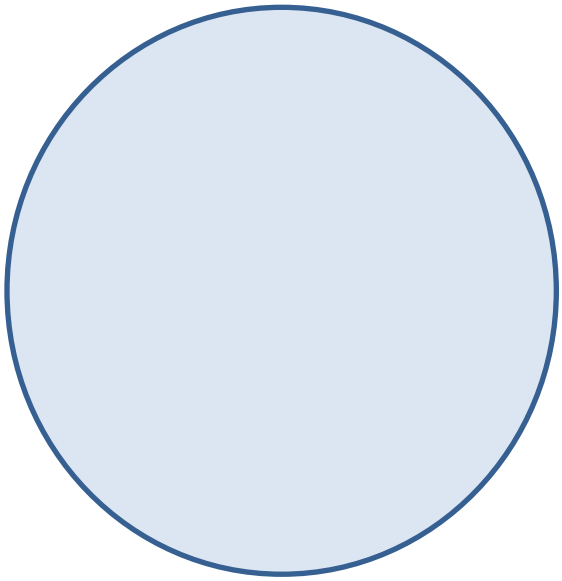
9. Visit the following resources and fill in the boxes as indicated. Don't forget that "funding" can include things like office space, equipment, furniture, and volunteer time.

Resource	Focus	URL	How Can This Grant Information Help Me?
The Federal Register	Supplies sources for ex-offender or justice-involved programs	https://www.federalregister.gov/articles/search?conditions%5Bterm%5D=Funding+sources+for+ex-offender+programs	
Youth.gov	Offers national and local resources and partner ideas that address youth/at-risk issues	Funding: https://youth.gov/search/node/funding Map My Community: http://youth.gov/map-my-community	
USDOL's Youth Career Connect (YCC)	Encourages America's school districts, institutions of higher education, the workforce investment system, and their partners to scale up evidence-based high school models that focus on integrated academic and career-focused learning; work-based learning and exposure to the world of work; robust employer engagement; and integration of post-secondary education and training.[1]	https://doleta.gov/ycc/	

[1] U.S. Department of Labor. Division of Youth Services, Youth Career Connect, retrieved from https://doleta.gov/ycc/ in July 2018.

Resource	Focus	URL	How Can This Grant Information Help Me?
Bureau of Justice Assistance	Supplies funding opportunities that focus on justice system enhancements – including Second Chance Act grants	https://www.bja.gov/funding.aspx	
Substance Abuse and Mental Health Services Administration	Offers information about the agency's Offender Reentry Program	http://www.samhsa.gov/grants/awards/2015/TI-15-012	
Federal Funding Resource	Provides leads to federal grant resources	www.grants.gov	
The Foundation Center	Supplies information about support service funding that could cover counseling, education, training, and mentoring	www.foundationcenter.org Search terms: Start with grants to improve employment outcomes for: ▪ Justice-involved ▪ Ex-offenders ▪ Juveniles ▪ People recovering from substance use disorders Other terms: ▪ Housing grants for ex-offenders ▪ Educational opportunities for ex-offenders	
State and Local Funding Sources	Look for programs or initiatives serving justice-involved individuals	Check your state and local departments of corrections, mental health, and substance abuse	
Local Businesses	Think about in-kind contributions as well as cash funding	Identify REO-friendly, local businesses, and confirm ways that you can collaborate	

Thinking through your future funding, and acknowledging what you've learned during your planning period and beyond, project where your future funding will come from using the circle below. What slices of the pie will come from USDOL funding versus state and local support? Will you be tapping into foundations and local businesses to provide much-needed financial and in-kind support? Reflect your answers below.



Congratulations on completing the Promote Your Program & Address Sustainability Workbook! Don't forget that you have a Resource Guide that goes into more detail about the issues addressed here.

Check out the other parts of our series – REO Tools of the Trade!

- Build the Foundation
- Create the Infrastructure & Perfect Your Program

Remember that while your program will be launched and strategies are in place, NEVER assume that you're done! Keep your expectations realistic. As your participant base changes, so too must your program. Be ready to modify your activities within the context of your grant as needs appear.

Stick with it! The work that you do is essential. You are making a difference in people's lives and contributing to your community's vibrancy, health, and sustainability.