Enrollment Outreach

2021
Outreach.....in a pandemic
The Ground Game
Pandemic Pivot
Building blocks are important
Outreach Planning

Look at your resources

Who are you targeting

Data mining

Develop messaging to target audience
Outreach Strategy Example

**Resource:**
- 1 FTE who will dedicate 4 hours a week towards outreach

**Target:**
- Families and children with lower income within Maricopa County

**Data Mining:**
- Department of Education website. Review schools who participate in Free and Reduced lunches within Maricopa County.

**Messaging:**
- Develop a sample email template to school nurses introducing yourself and how you want to connect children to healthcare.
Keep the momentum going

- Outreach is a long game
- Stay organized
- It is not one and done!
- Consistent communication is key
- You are building relationships
- Find the champions
Help the community find **YOU**

- Post appointments on the Connector
- Close-out appointments
- Contact Meryl Deles
  
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Up Next: Local Perspective