

OUTDOOR EQUITY GRANT PROGRAM

Methods to Recruit Participants to Activities in the Community and/or Natural Area Trips

1. Partnering with community leaders, organizations, health agencies and "promotoras" to assist with outreach if they have relationships with existing networks of residents who may be more likely to respond to invitations from that organization.
2. Collaborating with local schools. Schools can also send notices through an online portal or use flyers to inform families and youth about when and where upcoming events will take place.
3. Identifying neighborhood youth or a respected adult resident who can be asked to assist or lead the outreach process.
4. Conducting door-to-door in-person invitations.
5. Developing invitations in commonly spoken languages.
6. Providing invitations that are clearly welcoming to multiple generations. Help participants understand what ages are welcome and when the event will start and end.
7. Mailing flyers to residences within the half-mile radius.
8. Posting flyers in high foot traffic areas such as bus stops, major intersections, stores, schools, community centers, faith-based institutions, and libraries. Place flyers on the windshields of vehicles in parking lots.
9. Using local radio, television public service announcements, local newspapers, or social media, to distribute information.
10. Going to meetings where residents will already be present. For example, inviting older adults at a center, or parents at a PTA meeting, for multi-generational activities in the community and natural area trips.