

A photograph of two women, one with dark hair and one with blonde hair, both smiling and looking at each other. They are outdoors in front of a modern building with large windows and balconies. The image is overlaid with a blue gradient at the bottom where the text is located.

Let's Get Strategic: Fine-Tuning Your Community Engagement Efforts

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Kentucky CASA Network



CASA

Court Appointed Special Advocates
FOR CHILDREN

KENTUCKY CASA NETWORK

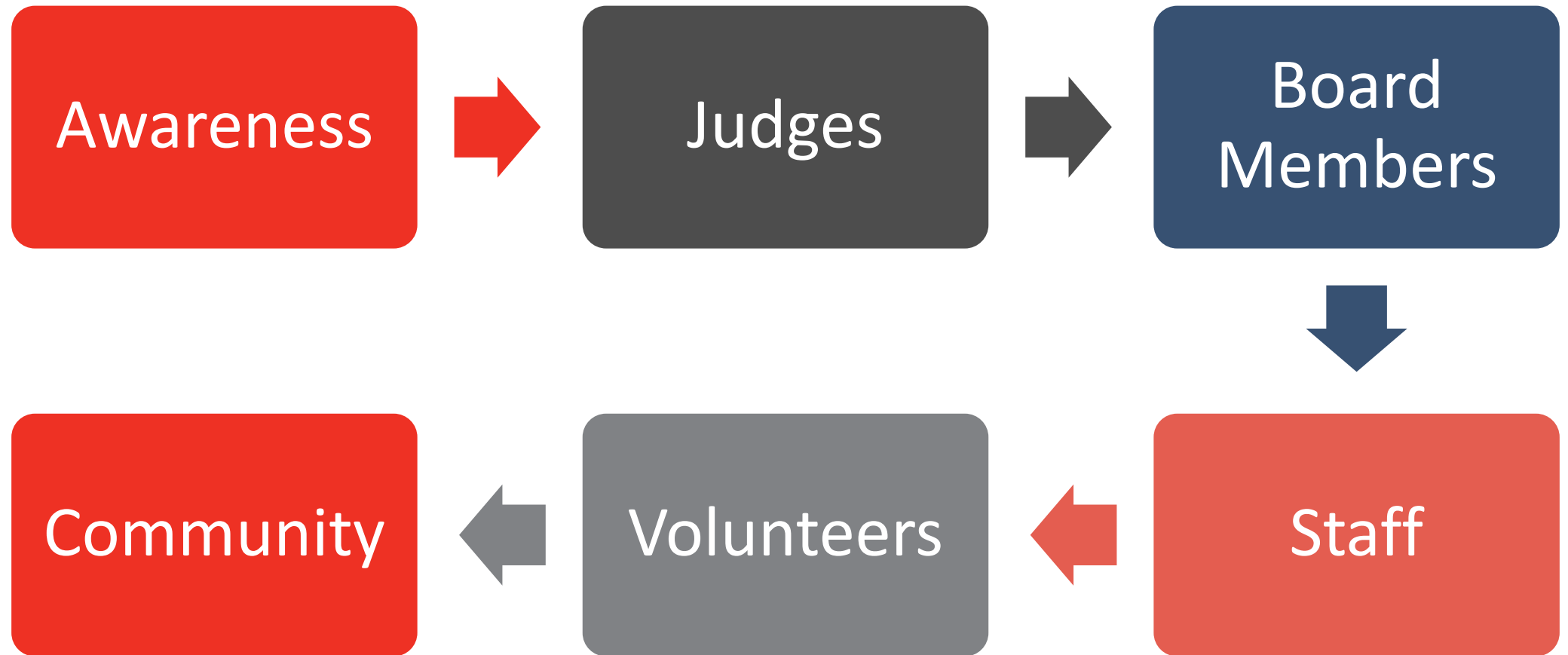


Agenda

- **Community Outreach vs. Community Engagement**
- **Partnership-Building Strategies**
- **Leveraging Return on Investment**
- **Strategies for Effective Tabling and Community Engagement**
- **Converting Contacts to Volunteers**

Community Outreach vs. Community Engagement

CASA Exists in Our Communities Because of the Buy-In!



Outreach vs. Engagement: What's the Difference?

- **Community Outreach:**
 - Generating awareness, communicating with potential or already engaged partners, gathering information
- **Community Engagement:**
 - More active, intentional goal to act in support of achieving your desired changes or outcomes
- They both play an important role! But need to be strategic about **when** and **how** you are employing each of them

Outreach vs. Engagement: What's the Difference?

Outreach	Engagement
Short-Term	Long-Term
Marketing/Awareness	Relationship-Building
Transactional	Foundational / Connecting
One-Directional	Cyclical

Replicate Current Strategies for Recruitment

- You already have these skills!
 - Staff and volunteers strategically partner with DCBS and other service providers on cases to meet the needs of children.
 - Board members seek out diverse skill sets for the governance of the organization.
 - Community engagement is moving “upstream” to use these skills for partnership building and recruitment.
- Deepen partnerships to recruit volunteers – through direct recruitment and/or making your partners champions for CASA

Partnership-Building Strategies

The Fundamentals

- **It takes time!**
 - Can't expect a cold-call or letter to do all the work for you
 - Build this in when planning out infrastructure at the organization level
 - It's possible that some relationships may need to be repaired if previously not sustained



The Fundamentals

- **These are two-way relationships!**
 - Show up for and support one another
 - Cross-promotional opportunities
 - You know what you want from them – what are you willing to provide in return?



The Fundamentals

- **Assessing how “good” of a partner...**
 - Are CASA’s Guiding Principles in line with the values of this organization or person?
 - Recognize the importance of family preservation and/or reunification
 - Recognize the importance of diversity, equity, and inclusion
 - Recognize the importance of collaboration



The Fundamentals

- **Leverage your existing connections!**
 - Conduct an inventory of what your volunteers/staff/board are connected to
 - Ask for introductions
 - Reminder to seek out new connections when possible, as well



Activity: Personal Connection Inventory

Personal Connection Inventory

- Complete the 3 questions in the “Personal Connection Inventory” section of your worksheet
- Discuss with your colleagues:
 - Are there any connections you have listed where you **have not** yet tried to build partnerships or recruit volunteers?
 - How can you tailor this to collect this information from your other staff, volunteers, and board members?

Leveraging Return on Investment

What is Return on Investment (ROI)?

- Financial metric that measures the **profitability** of an investment or activity relative to its **cost**
- **Financial** considerations as ROI relates to community engagement:
 - Staff time
 - Costs to be vendor/exhibitor
 - Materials (handouts, swag, etc.)
- **Profitability** considerations as ROI relates to community engagement:
 - Number of contacts/exposure
 - Prospects/inquiries (to be involved in *some way*)
 - Volunteer applications
 - Activated volunteers

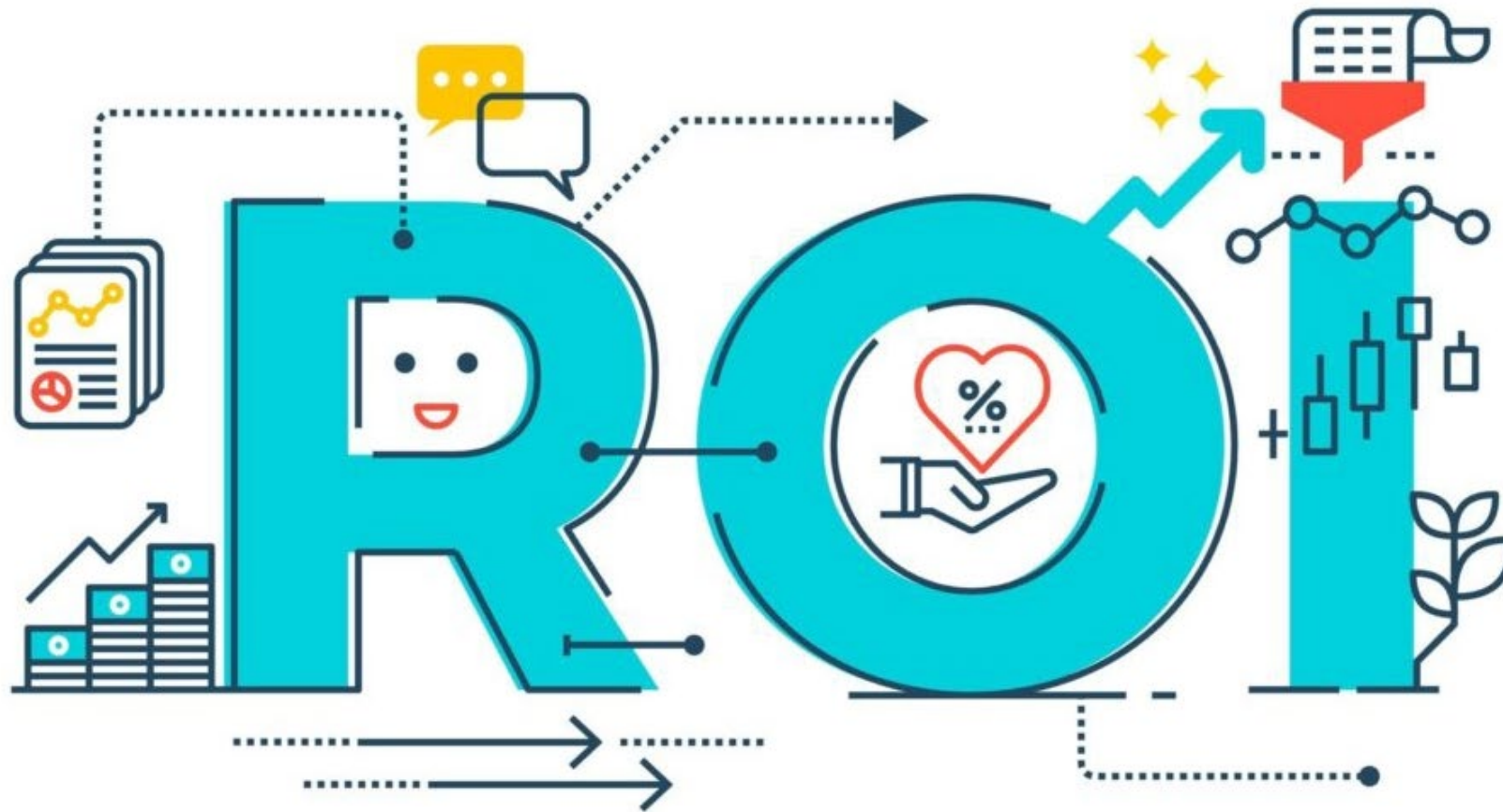
How ROI Impacts Your Engagement Strategies

- ROI calculations, success, and goals **will** vary by program
 - **New:** Focus on establishing relationships and getting the word out (seeing what strategies work for your community!)
 - **Established:** Deeper dive into what has/hasn't worked over time and pivoting to meet specific goals
- ROI should be used as a tool, rather than an outcome
- ROI is not one-size-fits-all for CASA programs

Choosing (and Analyzing!) Your Events

- **High:** CASA focused/led, or dedicated time for CASA to speak/present
 - This gives you an opportunity to present a call-to-action to those who are in attendance
 - More mission/brand visibility, singular focus
- **Low:** General audience/event, possibly event is “for kids”
 - Who will be coming up to your booth, and what is your ask?
 - How to say “no” or redirect invitations
- **Any time that you have the opportunity, should be talking about the mission and putting a call-to-action out there!**

What Does ROI Look Like for Us?



Strategies for Effective Tabling and Community Engagement

Tailoring Tabling for Impact

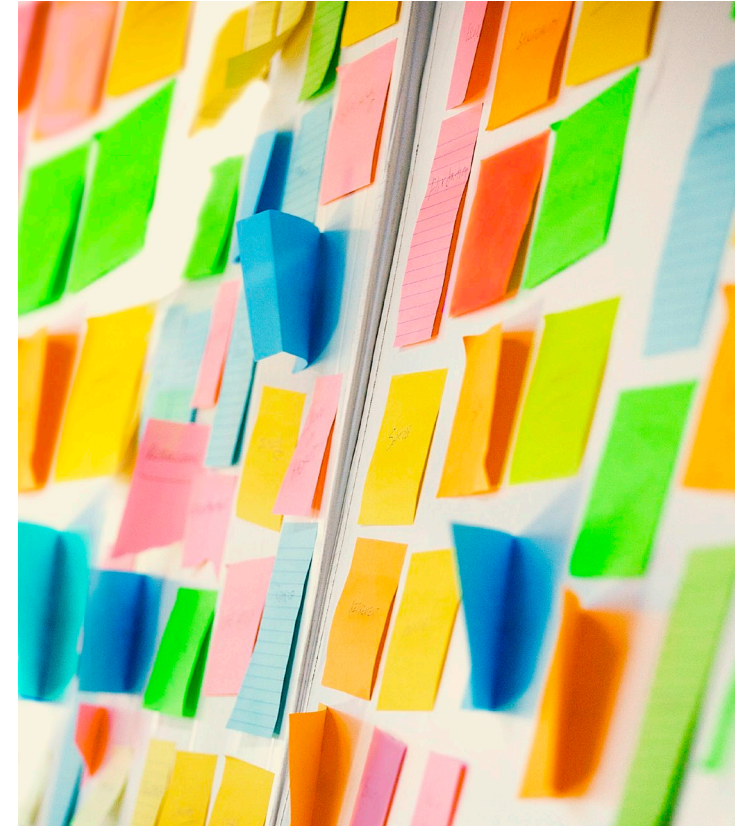
- All programs participate in some form of tabling events
- Are you adapting your tabling setup to fit the audience or event?
- Evaluating (and possibly getting away from) “how we’ve always done it”
- Considerations:
 - What is our messaging/elevator speech?
 - What does the space look like?
 - What are we offering to our attendees?

Taking Your Booth from “Eh” to “Exciting”



Planning Your Tabling Materials

- Signage that explains what CASA is and what we do
- Opportunities for multiple ways to get involved
- Handouts that are **relevant to the audience**:
 - Rack card/handout that provides an overview of CASA and the role
 - Visual representation of the CASA role and court process
 - Selective and strategic planning – don't under/overwhelm!



WHAT IS A CASA VOLUNTEER?

COURT APPOINTED SPECIAL ADVOCATE

What does that mean?

COURT APPOINTED means that a judge has asked me to step in to help the court understand the needs of a child experiencing abuse or neglect.

I am **SPECIAL** because as a trained volunteer, my only focus is the child or children on one single case.

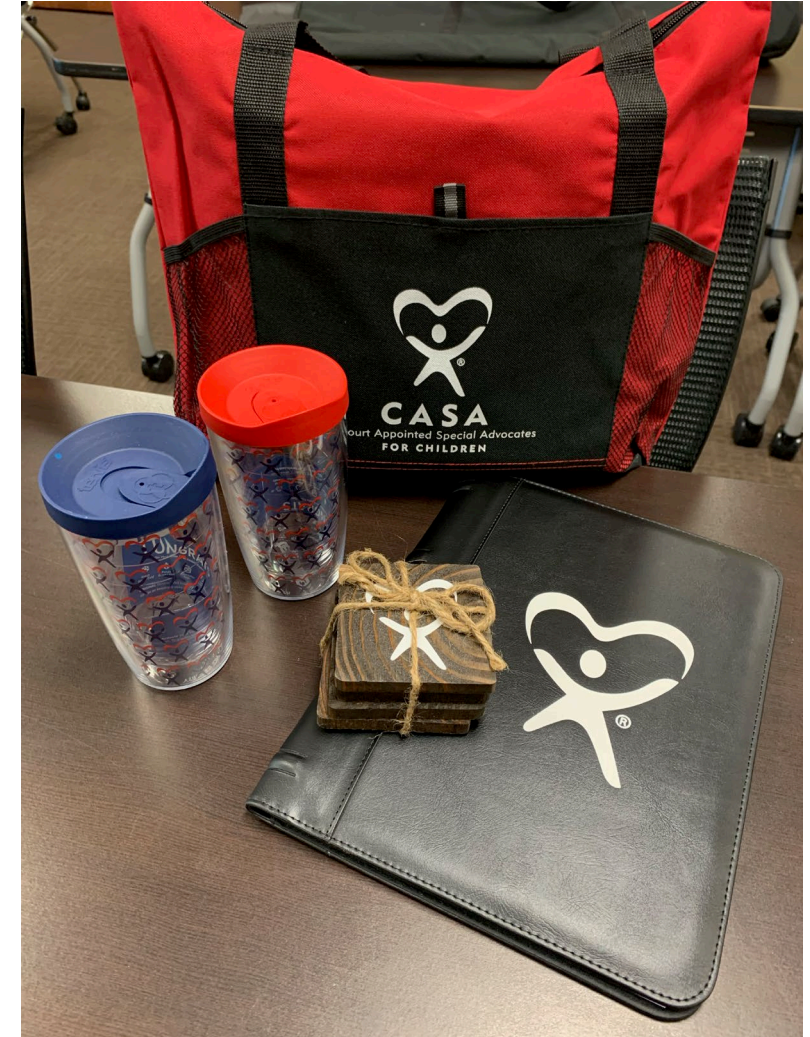
An **ADVOCATE** is someone who recommends services and supports that meet a child's needs.

A volunteer makes sure that a child's voice is heard in court and that they have everything they need.



Let's Talk about Swag

- Low-cost/high-ROI ideas
 - Can we tailor something to the event?
- Swag bag raffle
- Special gifts for CASA volunteers
- Ideas for interactive/gamified activities at booth:
 - Provide an opportunity to ask questions/provide information about **CASA**



Lend Your Voice. Become a CASA Volunteer.

www.kentuckycasnetwork.org
(502) 238-2154

Emergency: 911
Suicide, Mental Health, or Substance Abuse Crisis: 988

Police Non-Emergency: (502) 574-7111
Child Abuse Hotline: (877) KYSAFE1 / (877) 597-2331



Engage Effectively: Key Skills

- Smile & engage, be mobile and active when you can, and stay off your phone!
- Consider (and practice) your engagement strategies:
 - What is your opening line?
 - What is your elevator pitch?
 - How do you handle FAQs?
- Appropriate amount of staff/volunteer help for each event
- Network with other organizations (build those partnerships)
- Provide training and set expectations for those working the table



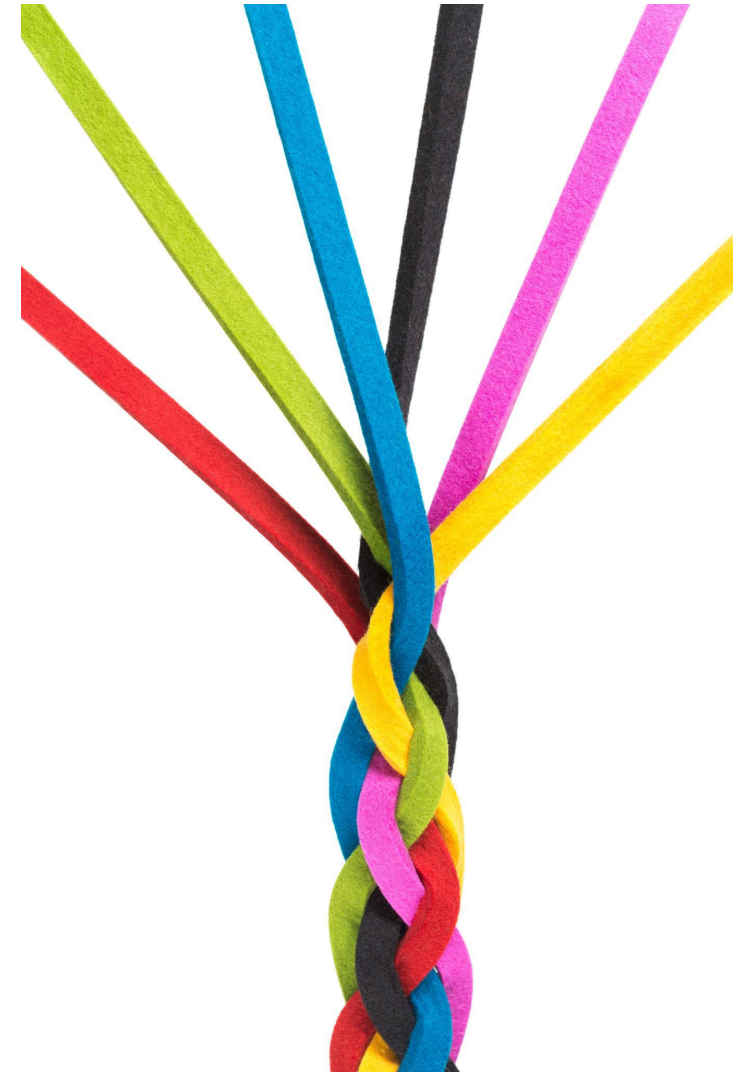
Helpful Materials and Tools

- Binder with helpful information at the table
- Include FAQs that typically get asked, and provide standard responses
- Information and protocol for providing nearby program contact information
- Notes page and shift log
 - Consider including metrics that can be added during the event (how many visit, etc.)
 - Where possible, take notes on inquiries to allow for more personal follow up with potential volunteers



Maximizing Team Outreach

- Even if you have a primary recruiter/outreach person, everyone is involved to some extent
- Utilize volunteers and/or board members!
 - Put out a call for help
- Provide formal training on how to work outreach events
 - We can't assume that everyone knows what to do



Converting Contacts to Volunteers

Follow-Up Strategies

- Post-event evaluation form
- Personalize follow ups based on your shift log notes
- What are the next steps? (newsletter, phone call, application, etc.)
 - Regardless – do this ASAP
 - If someone doesn't respond right away, that does not mean they are not interested



Date of Event *

Date

mm/dd/yyyy 

Name of Event *

Your answer _____

Type of Event

- Booth
- Speaking
- Item Set Up/Left
- Other

County where PR Activity Took Place *

- Crittenden
- Henderson
- Hopkins
- Muhlenberg
- Union
- Webster

Items Handed Out / Used

- Brochures
- Post/Rack Cards
- CASA Merch (ink pens, air fresheners, etc)
- Stickers
- Other: _____

Number in Attendance (best guess)

Your answer _____

Who was involved from CASA? *

- Daphyne Maddox
- Amy Hawk
- Zoie Larkins
- CASA Volunteer
- CASA Board Member
- Friend of CASA Volunteer

Outcome? If known (did anyone apply? call for more information?)



Questions?

Contact Us

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Thank You!

CHANGE A
CHILD'S STORY.™

