THE COST OF OUTREACH: A RESOURCE SHEET

Reaching out to new members is an ongoing task for groups working in parks. Groups can find themselves falling back on a few well-worn methods of outreach, putting up the same tired flyer on the same telephone poles, or calling the same lists of people.

Below is a "kit" of various ways to reach out to new members of your community to find "fresh blood" for your organization. Also included is information about the average cost of each. Outreach is an investment, which pays itself back in new members, new resources, and new ideas.

THE COST OF OUTREACH:

Ads in local papers:

Option 1:	small ad	$100-$200
Option 2:	full page ad	$800-$4,000

- ✓ Local papers (The Queens Gazette, New York Amsterdam News, Staten Island Register, Riverdale Press, The Canarsie Courier, etc.) are a great forum for advertising events. See attached list of contact numbers for local papers in each borough.

Banners:

Option 1:	Banners for light poles around park	
	Vinyl banner 3'x6'	$300
	Sewn banner 3'x6'	$450
Option 2:	Free-standing banner	add $350 for lawn spikes

Source: Art Flag (212) 334-1890

Brochures:

Option 1:	Simple b/w template copied on nice paper	$500–$1,000
Option 2:	B/w, photocopied, with drawings	$1,000–$2,000
Option 3:	Printed brochure two color	$2,500–$3,500
Option 4:	Printed brochure four color	$3,000–$4,000

- ✓ See attached tip sheet, How to Create a Brochure

Bulletin Boards:

Option 1:	simple sandwich board	
Option 2:	enclosed cork board to be hung on fence or park house wall	$250

Source: Allen Display, www.allendisplay.com

House Parties:

Refreshments $50

A great way to increase the membership of your group is to invite your neighbors to a social gathering at your house. Serve cookies and juice or hot chocolate and talk about the situation in your park and how it can be improved. Ask people to join the group and make a small contribution towards the first event. People will often be more supportive of an idea in a relaxed, social setting.

Mailing List Purchase and Postage:

Option 1:	Mailing list 1–4,000 names with letter of intro	$28 per 1,000 names
	Postage per letter	$.37
	TOTAL:	$398 per 1,000 names
Option 2:	Mailing list 1 – 4,000 names with business reply card (BRC) add $.20 postage for each BRC	$558 per 1,000 names
Option 3:	Mailing list 1 – 4,000 names, BRC, and challenge grant for securing new members (initial costs defrayed by challenge grant)	$558

Source: Lists Unlimited (212) 686-8501

- ✓ See attached tip sheet, Buying a Mailing List

Membership sign-in Cards:

Option 1:	1,000 cards 4x5 2-color	$370
Option 2:	1,000 cards 4x5 as return mailer	$570

Source: Kinko's

Newsletter:

Option 1:	two issues of 1,000 plus first-class postage	$1,000
Option 2:	four issues of 1,000 plus first-class postage	$2,000

Source: Kinko's

- ✓ If you have a computer, the actual writing and production of the newsletter costs only time. Attached are a few examples of simple newsletters that you can create with a basic word-processing program.
- ✓ To photocopy a two-page newsletter costs approximately $170 for 1,000 copies. You may be able to get the copy shop to sponsor your group in exchange for printing their logo on the back of your newsletter, and get the copying for free or at reduced rates.
- ✓ Mail your newsletter to the people on your mailing list. Collect names for your mailing list by having sign-in sheets at all your events. (See attached tip sheet, Building a Mailing List.)
- ✓ You can also distribute the newsletter to your local police precinct, merchants' association, and area schools—see the tips on distributing flyers, below.

Posters & Flyers:

Option 1:	100 copies 11 x 17 b/w on white paper	$30
Option 2:	100 copies 11 x 17 b/w on colored paper	$50
Option 3:	100 copies 11 x 17 4 color	$300
Option 4:	500 copies 11 x 17 4 color	$1,100
Option 5:	1,000 copies 11 x 17 4 color	$2,000

Source: Kinko's

- ✓ Once you've printed your posters it's important to think carefully about how best to distribute them. Some ideas include:
- ✓ If the posters are advertising an event where kids would be welcome, try to meet with teachers in schools in your area and have them hand out flyers to their students.
- ✓ Put up flyers on church bulletin boards, at the police precinct, in the local library branch, and at other community locations like the local Y or a Boys' and Girls' Club.
- ✓ Ask local business owners to put flyers in their windows or leave a pile by the cash register.

Recognition Events:

Option 1: Awards ceremony and event for dedicated group members $1,500
Option 2: Grant to group in the name of a dedicated member

Stationery:

Option 1:	Simple b/w letterhead and envelopes	$0
Option 2:	Printed color logo letterhead and envelopes (1,000 plus 500 second sheets)	$350

- ✓ Letterhead is a great way for your group to make a professional, credible impression with funders, government officials, and merchants.
- ✓ Option 1 is almost cost-free. John Doswell of the Friends of Hudson River Park designed a logo for his group and scanned it into his computer. Now he just imports the graphic into his word-processing program and sets it as the header of his document. John suggests that groups designing their own logos test them for legibility by faxing them back and forth a few times. Logos that are too intricate will quickly turn into illegible smudges.

Seasonal events calendar:

Option 1:	Basic calendar and mailing, 1,000 copies	$500
Option 2:	Printed calendar and mailing (similar to brochure costs)	up to $5,000

- ✓ If your group would rather not publish a regular newsletter, an annual calendar of events can serve to publicize your group's activities in the park and draw more people in. Mail the calendar to the people on your mailing list and distribute it as you would a flyer or poster.

Web Site:

Domain name registration: $35/1 year, $35 each 1 year after
$70/2 years, $70 each 2 years after
$150/5 years, $150 each 5 years after
$299/10 years, $299 each 10 years after

- ✓ Register your Web site name at <www.register.com>
- ✓ Host the site with one of the many low- and no-cost web hosts available to community groups. Find information about these resources at
  <www.techsoup.org>
  <www.npowerny.org>
- ✓ If you or someone in your group knows HTML, the language that Web sites are written in, you can create your Web site yourself.
- ✓ There are also volunteer services where you can find a volunteer to help create your Web site.
- ✓ For more help finding a volunteer, go to:
  <www.volunteermatch.org>
  <www.voluntech.org>

Challenge grant:

Option 1: use newsletter to get business support
Option 2: benefit drive match

POSSIBLE OUTREACH PACKAGES

Here are a few ideas for ways funding can be spent on outreach. This is by no means an exhaustive list, but should give you a sense of the variety of possibilities that exist. Feel free to adapt any of the packages listed below, or mix and match from the list above.

COST	PACKAGE A	PACKAGE B
$500	✓ House party to recruit members ✓ Bulletin board to advertise presence of group in park ✓ 300 flyers to advertise first event	✓ simple b/w brochure to be distributed at local businesses
$1,000	✓ two issues of a newsletter	✓ simple b/w brochure to be distributed at event ✓ bulletin board for the park ✓ b/w letterhead ✓ small ad in local paper publicizing group's event
$2,000	✓ two issues of a newsletter ✓ house party to recruit new members ✓ ad in local paper to publicize event ✓ membership sign-in cards to hand out at event	✓ letterhead for fundraising letter ✓ mailing list of 2,000 names plus postage ✓ Business reply card to include in the letter ✓ Bulletin board for publicizing group's work in the park
$5,000	✓ four issues of a newsletter ✓ mailing list and postage for 1,000 names ✓ small ad to publicize event ✓ banner to hang at event ✓ 1,000 membership sign-in cards to distribute at event	✓ four-color printed brochure