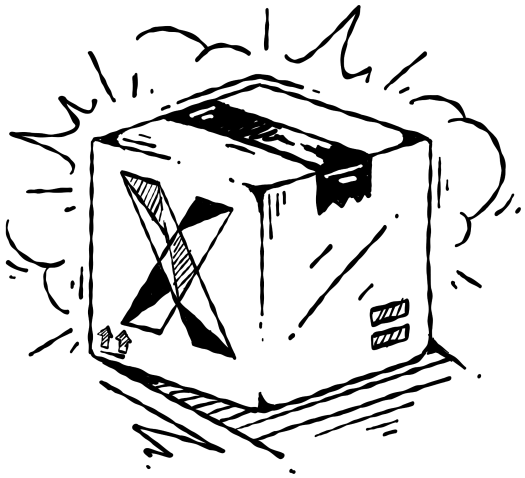




CityServeX

Community Advocate Training

Core Content - Section 7

REACHING COMMUNITY

Module 7 — Reaching the Community: Participant Recruitment

Why Awareness Is Its Own Discipline

Even a perfectly built referral system does no good if the people who need it never hear about it. Awareness is not a side effect of good service — it is its own deliberate, ongoing discipline, and it is squarely your discipline as Community Advocate.

Here's the instinct to resist: spreading your outreach thin across every possible channel. Instead, find the two or three people in your community whose recommendation carries the most weight, and invest there first. Depth beats breadth almost every time.

Trusted Messengers Beat Broad Advertising

Every one of the Four Lanes has its own natural messenger:

- Faith communities: carry deep existing trust and simply need accurate, simple language to describe what CityServeX offers.
- Businesses: can post a card at the register or in the break room — low effort, steady visibility.
- Government contacts: case workers, city staff — encounter need daily and can quietly hand someone a card.
- Nonprofits: can build a peer-referral habit, so that when they can't serve a need themselves, they think of CityServeX first.

Across every one of these channels, the message that actually works leads with dignity, not eligibility rules. "Help is available" beats a list of qualifying conditions every single time.

And here's something easy to underestimate: consistency beats a single big push. The same bulletin line every week, the same booth at the same recurring event, builds more trust over a year than one flashy launch ever will. Ask every new contact, simply, where they heard about CityServeX — that one data point tells you which of your limited outreach hours is actually working.

Building Your Outreach Plan

Draft a one-page outreach plan naming your specific channels, your specific trusted messengers by name, and a simple way to track where new contacts are coming from. This should never be a vague intention — it should be concrete enough that someone else could pick it up and run it.

Then put that plan into motion through actual events. Define a single, clear goal for each one — launch, volunteer recruitment, partnership-building, or celebrating impact. Pick a venue and

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format that genuinely fits your community, and build your invite list straight from your four-lane map, asking for every single name: "who MUST be here for this to succeed?"

The Standard Event Cadence

Run every event on the same reliable cadence, so nothing gets rushed at the last minute:

- 4 weeks out: invitations and social promotion begin, and your single clear event goal is confirmed in writing.
- 2 weeks out: logistics are finalized and your internal team is briefed.
- 1 week out: personal calls and reminders go out to the invite list, prioritizing the "who MUST be here" names first.
- Day of: warm, attentive hosting — someone should always be assigned as a designated greeter.
- Within 1 week after: send photos and thank-you messages, follow up individually with anyone who expressed interest, and debrief with your Care Champion on what worked and what to adjust next time.

Playing the Long Game

Aim for two to three new relationships initiated per month in your first three months, then shift to one or two new relationships plus deepening the ones you already have. By month six, you should have documented touchpoints with 15 to 20 key community leaders. This is a marathon, not a sprint — steady presence outperforms a single big campaign every time, even when the campaign feels more exciting in the moment.

Your Outreach Routine

- Once, early: draft your one-page outreach plan and review it with your Care Champion.
- Every new contact: ask where they heard about CityServeX, and log it in a simple running tally by channel.
- Monthly: review that tally, and shift effort toward whichever channel is actually converting — not whichever one feels most active.
- Quarterly: update your outreach plan as your community and relationships evolve.

One Last Thing

Nobody remembers the outreach plan that looked impressive on paper. They remember the person who showed up consistently, said the same trustworthy thing every time, and made help feel easy to reach. Be that person.

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Discussion Questions

- Who are your community's most trusted messengers, and how could you equip them?
- What channel is currently underused at your site?
- How will you know if your outreach is actually working?
- Why does the module favor a few trusted messengers over broad advertising?
- What's the value of asking every new contact "where did you hear about us," beyond curiosity?
- Why does the standard event cadence start invitations four weeks out rather than two?

Check List: Before You Move to the Next Module

- ☐ Draft a one-page outreach plan naming channels, trusted messengers, and a tracking method.
- ☐ Review the outreach plan with your Care Champion.
- ☐ Create or update one piece of referral material (flyer, card, or script).
- ☐ Identify one trusted messenger to personally equip this month.
- ☐ Confirm you're asking every new contact where they heard about CityServeX and logging it.
- ☐ If planning an event, confirm your invite list and the 4-week / 2-week / 1-week cadence is underway.
- ☐ Set a monthly reminder to review your outreach tally and shift effort to what's converting.

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