

Presentation on the WIC Program to the Community Network Agency - Outreach Steps

Step 1: Outreach Plan

- < Review Outreach Plan
- < Determine target audience
- < Determine contact person

Step 2: Schedule an Appointment

- < By phone
- < By letter or post-card
- < Follow-up

Step 3: Discuss the Presentation

- < Introduce yourself and provide a business card
- < Clarify who you represent
- < Discuss briefly the programs of interest and services available for the target audience
- < Provide an outreach tool that best describes the information that you are providing
- < Allow for questions regarding the information presented
- < Provide information on how to obtain more printed outreach tools
- < Thank the person for their time

Step 4: Items to Take to the Presentation

- < Business card
- < Supply of outreach tools tailored or addressed to the audience
- < Outreach kit (sample of all outreach tools)
- < Copy of the appointment letter

Step 5: Follow-up Suggestions

- < Send a thank you letter within one week and invite the audience to contact you with further questions and for more outreach materials.
- < Make a return visit
- < Call the agency at a later date to answer questions and determine the need for more materials.