Successful Outreach Efforts: Lessons Learned

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CORE VALUE

VISION

MISSION

POLICIES

PROGRAMS

VISION

- Recognized
- Diverse Leadership
- Diversity At all levels
- Diversity Reflects Area

AT ALL LEVELS

BOARD

STAFF

MEMBERSHIP

VOLUNTEERS

PARTNERS

MISSION

- OFFER & CONDUCT
- PROGRAMS & SERVICES
- REACH AND SERVE
- DIVERSE POPULATIONS
- REPRESENTATIVE

OPERATIONS

- LOCATION
- BUDGET
- ACTION PLANS
- PROGRAMMING
- STAFF TRAINING

STRATEGIC PLAN

- CLIENTS/CUSTOMERS
- BUSINESS PROCESS
- INFRASTRUCTURE
- FINANCES

TOOLS

TRAINING

TOOL KITS

MATERIALS

WORKSHOPS

KEY STRATEGIES

LEVERAGING PEERS- Universality/Personal

PARTNERSHIPS- Organizations

NETWORKS- Volunteers

EXPECTATION- Performance

PROGRAMMING

PEER EDUCATION

PEER SUPPORT

PUBLIC EDUCATION

OUTREACH

LESSONS

PLANNING – A Must

DATA BASE - Helps

■ S.O.P. – Amend if needed

RESULTS – Take Time

LESSONS (CONTINUED)

- TOP TO BOTTOM Everybody's Job
- IT COSTS Operational Expense
- EVALUATION A Must

PARTNERSHIPS

- Government
- Colleges/Universities
- Faith-based Groups
- Community Groups
- Others

ILLUSTRATIONS

MIAW – WORK GROUP

PARTNERSHIP – NAACP

IN OUR OWN VOICE – AUDIENCES & SITES

ISSUES

- FOCUS
- MESSAGE
- **"LANGUAGE"**
- WHO
- SITES
- MEDIA CHOICES
- OTHERS

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