

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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