

# Neighborhood Tech Help



# Outreach Toolkit

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Find a wide range of tried and true engagement strategies tailored specifically to the Neighborhood Tech Help program and audiences; including traditional outreach models and unconventional, out-of-the-box ways to engage potential NTH patrons and utilize their community networks to support program goals.

- Mailers
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## **17 PART 3: HOW TO BUILD A HYPER-LOCAL ENGAGEMENT STRATEGY**

This includes a set of *optional* tools to support your Program Coordinator and Tech Corps with the WHO, WHERE, and HOW of outreach planning; accompanied by a list of best practices for hyper-local engagement.

- Planning your hyper-local engagement strategy
- Best Practices for Hyper-Local Outreach
- TOOL: Stakeholder Mapping
- TOOL: Community Asset Mapping
- TOOL: Hyper-Local Outreach Plan

# HOW TO USE THIS RESOURCE

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The **Neighborhood Tech Help Outreach Toolkit** is intended to support the Neighborhood Tech Help team (Coordinator and Tech Corps members) by:

- Sharing guidance, tools, and best practices that allow your team to plan outreach strategies and efforts specifically for your branch neighborhood and context
- Building your team's capacity to conduct hyper-local engagements

We recommend that you review the Neighborhood Tech Help Program Model before reviewing this or our other resources. Utilize the sections in this toolkit most pertinent to your team's outreach and engagement needs. As all neighborhoods, demographics, and contexts are different and continually evolving, your outreach strategies and engagement efforts must also adapt.

Note that this is not an exhaustive list of all the options for outreach and engagement strategies, nor is it a checklist of things you must do. Instead, this toolkit is focused on a comprehensive ecosystem of audiences, the myriad ways you can engage, and the process by which you follow through on your intentions, including the interests and needs of your community and your team's capacity.

You should access the sections that feel most relevant to your team, in whatever order makes sense to you. This tool is not intended to be read from front to back.

# NTH PROGRAM MODEL OVERVIEW

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The NYC Department of Housing Preservation & Development (HPD) is committed to ensuring that all the households supported by the agency's rental assistance subsidies or that live in HPD-assisted affordable housing developments have free or low-cost access to the internet, as well as the skills and confidence to leverage the internet and technology to improve their socioeconomic status.

In order to support a digital shift in Section 8 processing, HPD, the Brooklyn Public Library (BPL), the New York Public Library (NYPL), and The Queens Borough Public Library (QPL) have collaborated to initiate a program called Neighborhood Tech Help (NTH)—launched officially in spring 2025—which provides Section 8 households individualized support resolving challenges in using technology and the internet.

The program supports the hiring of local young adults as part-time staff (Tech Corps members) across all three New York library systems. The Tech Corps members were trained to deliver ad-hoc technical support to a diverse range of New Yorkers in-person at centrally-located community sites.

In October 2022, the NYC Behavioral Design Team (BDT) launched a project with HPD, BPL, NYPL, and QPL to better understand and report on the behavioral barriers to engagement with the libraries' existing digital literacy programming—as well as propose several high-level design concepts that incorporate these insights—to improve the efficacy of the city's new Neighborhood Tech Help program.

Following this research, ideas42 published [a report of their insights](#) that begins with an in-depth summary of their research activities. The report supports the determination of the following pilot priorities:

- The population of New Yorkers who are least comfortable using digital tools
- The barriers these individuals face in accessing services provided by their local libraries
- The challenges they encounter in using—and acquiring skills to use—digital tools
- The specific skills and tasks people desire to learn and how to achieve them

Learn more about the initiative and how to plan your own, be sure to review the **Neighborhood Tech Help Program Model**.

# PART 1: OUTREACH AUDIENCES

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The following section provides an overview of the different types of outreach audiences who might support a Neighborhood Tech Help (NTH) initiative in your community. Outreach audiences are not limited to those receiving NTH's services. They include those who can help promote the program, as well. These audiences have varying needs, access, and purpose when it comes to your outreach and engagement strategy, so we provide suggested engagement modalities. It is important to note that since each neighborhood is different, there will be significant nuances between communities; including how they congregate and how they gather information.

Audience	Outreach Goal	Recommended Engagement Strategy
<b>Target Participants</b>	Promote service and encourage use	Hyper-local, non-digital engagement strategies
<b>Existing Institutional Community</b>	Use the service themselves and share service with peers / family	Existing institutional outreach channels
<b>Friends and Family (General Public)</b>	Share service with peers / family	Social media and hyper-local engagement strategies
<b>Local Partners and Trusted Messengers</b>	Share the service with peers/community members	1-on-1 relationship-building and a package of materials for the program that can be shared
<b>Anchor Institution Staff</b>	Share the service with potential participants and support outreach	Training and awareness around service and a package of materials to support staff in sharing program with potential users
<b>Potential Neighborhood Tech Corps Members</b>	Promote employment opportunity	Social media and university / college listservs

## TARGET PARTICIPANTS

### **Who is This Audience?**

Determining and reaching target participants in a hyper-local initiative begins with recognizing that success depends on a neighborhood-based model. Even when the program operates citywide, each neighborhood has distinct demographics, needs, and resources that require a tailored approach.

Your program may serve several target audiences. For each, consider practical factors such as transportation, accessibility, and community trust. Ask the following questions to best understand participant perspectives:

- Who is the target audience? What demographic, behavioral, and other significant information can you identify?
- How do your target participants typically get local information (i.e., word-of-mouth, fliers, WhatsApp groups, social media, local newsletters, etc.)?
  - What types of messages or visuals grab their attention?
  - Which languages or cultural references are most relevant and engaging?
- What trusted messengers or community leaders do they respect?
  - What are the most trusted and effective local communication channels (i.e., community boards, social media groups, events, etc.)?
  - Which local organizations, groups, or individuals are already engaging your audience?
  - Where does your audience currently spend time— in-person and online?
- What partnerships could help build credibility or visibility for your program?
- What does your target audience hear about technology use and digital safety? How might that influence how they act?

It's important to remember that each area served by your Neighborhood Tech Corps has different demographics, languages spoken, barriers to participation, and access to and experience with technology. Ground all decisions in data and community insight, ensuring that program design aligns with clearly defined needs and goals.

### **NYC's Neighborhood Tech Help Program**

In fall 2023, HPD, TYTHEdesign, and NYC's three public library systems piloted a program addressing ideas42's findings that many Section 8 households misunderstood library services. They seldom used library tech support, preferring easier options like asking family or searching online for help.

As over 50% of Section 8 residents are considered elderly, we set out to help overcome potential barriers for participation in a service connected to technology.

- A [2016 AARP study](#) found many seniors are open to new technology, though 80% of caregivers expect resistance. Once comfortable, however, they become active users—only 30% of the Silent Generation own smartphones, yet 77% go online multiple times daily.
- [A Frontiers in Psychology Focus Group Study](#) found that adults aged 65–76 were eager to learn new technology but felt unsure due to unclear instructions and limited support. Other barriers included access, awareness, and anxiety about their ability to learn.

## **Considerations for Outreach**

Frame outreach messaging using empowering language and visuals to promote growth mindsets among residents with less familiarity with digital tools. The ideas42 research reveals that some residents—especially older populations—hold self-limiting beliefs about their ability to learn digital tools influenced by personal experiences with technology. Addressing these misunderstandings through effective communication is crucial. ideas42 suggests the following outreach strategies to combat these beliefs:

- Use pictures of community members looking excited and confident using technology
- Focus on key messages that make reluctant residents feel welcome, such as: "All levels of digital literacy welcome," "No judgment zone," and "One-on-one support"
- Leverage testimonials from actual community members on their positive experiences in learning or using their new digital skills; including details like their name, age, neighborhood, and digital literacy level ('beginner')
- Normalize anxiety residents may have around technology

In [Part 3: How to Build a Hyper-Local Engagement Strategy](#), we provide a number of templates to support the planning of your outreach strategy. Additionally, we provide a variety of outreach materials intended to be adapted to your needs. Be sure to adjust these templates for each specific audience—not just the location, but also languages, and, where appropriate, local terminology or slang that might best resonate with your intended audience.

## **TIP! Outreach Strategies for Target Participants**

### **WHERE TO START**

**(higher likelihood of success)**

- Postcard mailers
- Fliers
- Posters (located in highly visible locations in community)
- In-person events at community-based events (i.e., block parties)
- Presentations or tabling at locations where this audience congregates
- Identifying local organizations or people who have existing relationships to help support the outreach
- Engage family and friends as credible messengers

## **EXISTING INSTITUTIONAL COMMUNITY (INDIVIDUALS WITH EXISTING RELATIONSHIPS WITH YOUR ORGANIZATION)**

### **Who is This Audience?**

This audience is made up of existing institutional community members including newsletter subscribers and those who have taken advantage of institutional programming in the past. They might benefit from the service themselves or might know someone who could. When communicating to this audience, you need to have dual messaging: "Share this, or come yourself!"

This audience could also be used as trusted messengers. For example, older adults who have taken advantage of community digital training classes could support community outreach events or share materials at their local faith-based institutions. Using peers who have benefitted from digital literacy programming as promoters supports these community members as trusted messengers in the community.

## **Considerations for Outreach**

Since Neighborhood Tech Help would be a new and unfamiliar program, residents may be skeptical of its motives or the quality of its services. The outreach strategy and language used by the Tech Corps members should leverage the organization's widespread positive reputation by:

- Making it clear that their service was co-developed by the your organization
- Including official logos prominently to signal authenticity

### **FRIENDS AND FAMILY (GENERAL PUBLIC)**

#### **Who is This Audience?**

This audience targets individuals who may be proactive in getting tech support or be able to solve many technical issues independently (or using a Google or YouTube search). Perhaps they include community members who are traditionally the “tech go-to” in their own families—helping with password recovery or accessing online tickets—such as a daughter, nephew, or friends.

This audience may also include community members who have benefitted from digital literacy programming in the past and can be used as promoters and trusted messengers by recruiting them to send text messages to friends who they think might benefit from NTH.

We encourage you to also consider this audience as the general public—sharing the service as an opportunity for themselves and others.

## **Considerations for Outreach**

In direct communications with friends and family of the target participants and the general public, compare the Tech Corps to a “tech-savvy relative” who can help their loved ones thrive.

Consider building their buy-in to NTH by:

- Using storytelling to connect them to an issue (i.e., providing an example of digital safety impacting their community)
- Building target audience up, rather than bringing them down (i.e., Build tech independence!)
- An example hook might be, *“Worried about a family member becoming vulnerable to online scams? The Tech Corps provides skills and resources to help protect them from scammers!”*

## **TIP! Outreach Strategies for Existing Institutional Participants**

### **WHERE TO START (higher likelihood of success)**

- Existing institutional outreach methods
- Email and newsletter blasts/listservs
- Fliers and posters within the local branch

## **TIP! Outreach Strategies for the General Public**

### **WHERE TO START (higher likelihood of success)**

- Social media
- Existing institutional outreach methods
- Email and newsletter blasts / listservs
- Fliers and posters within local neighborhood
- Public tabling & outreach
- Hyper-local marketing

## LOCAL PARTNERS AND TRUSTED MESSENGERS

### Who is This Audience?

To better connect to the target participants, the Tech Corps should build and leverage relationships with city services, media, and community partners that can help spread NTH's message. There are various organizations that the Tech Corps could partner with, and we suggest they conduct independent neighborhood-based, hyper-local research to identify the most effective partnerships. You can find more on this in our [Community Asset Mapping Tool](#) in Part 3. The following are examples of potential local partners:

- Senior citizen centers
- Local religious institutions
- Workforce development organizations, particularly those offering support to older or immigrant residents
- Secondary public school systems
- Government agencies [ie., human resources, departments for elderly, youth, or community, etc.]
- Public universities and community colleges
- Neighborhood businesses, including, but not limited to: bodegas, health clinics, laundromats, restaurants, and others

With your target participants' minimal use of social media, consider the value of more traditional media partners like local newspapers, radio stations, and local access television to distribute word of the program. From local broadcasts to neighborhood newspapers, many of those in your target participants regularly interact with this type of media, and local radio can reach a wide audience. For more on how to leverage media for outreach, [see Part 3](#).

### Considerations for Outreach

Gathering the support of these trusted messengers requires building their buy-in to the services before asking them to promote it. This takes time. The process should begin by establishing a relationship with the individual or organization and helping them see the value of NTH. Only then can you ask them to speak to their community members on the organization's behalf. In [Part 3](#), you'll find the [Community Asset Mapping Tool](#) and [Hyper-Local Outreach Planning Tool](#) to help you build buy-in and support this outreach effort.

### **TIP! Outreach Strategies for Trusted Messengers**

*Keep in mind that it's important to determine strategies for identifying and bringing partners on board, in addition to strategies and materials for them to share the program with their community.*

#### **WHERE TO START**

**(higher likelihood of success)**

- [Newsletters / emails](#)
- [In-person events](#)
- [Flyering or posters at partner site](#)
- [Slides / presentations to be included at existing events / programs](#)

## ANCHOR INSTITUTION STAFF

### **Who is This Audience?**

This audience is staff members at the anchor institution. They may play a pivotal role in outreach, partnership-building, and direct engagement with your target participants. This is the staff that interfaces with patrons and community members, answers questions, and directs them to appropriate resources. It's necessary to build their capacity to speak about NTH confidently, accurately, and, where appropriate, to support outreach. They should be able to recognize a potential patron of NTH and have the tools to set them up with the closest host site.

### **Considerations for Outreach**

Build the buy-in of anchor institution staff to understand how conducting programs like NTH, outside the walls of your building, will support the identification of new patrons and bring them into the future. This program is an opportunity to connect to digital inclusion strategies happening across the system and, potentially, boost enrollment in existing digital literacy programming.

## POTENTIAL NEIGHBORHOOD TECH CORPS MEMBERS

### **Who is This Audience?**

This audience is made up of the young adults across the determined neighborhoods that might be interested in working as a Neighborhood Tech Corps member. Community-based Tech Corps members will provide individualized assistance to the targeted population. Anchor Institutions should be targeting young people who demonstrate basic knowledge of current technology and devices, can creatively problem-solve, possess excellent customer service skills, and have the ability to be a trusted messenger within each respective community.

### **Considerations for Outreach**

Ideal Tech Corps members represent the respective communities where they will be deployed and should be able to communicate in the primary language of the target participants. Reach out to public universities, especially those with campuses in or near the target neighborhoods.

In order to best support outreach for this audience, we recommend highlighting workforce development-learning customer service and other core career-readiness skills-as well as reinforcing the value of an opportunity to give back to your community.

# PART 2: OUTREACH ENGAGEMENT STRATEGIES

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Even the best-designed services aren't useful unless the people who benefit most are aware that they exist. As part of the launch of a Neighborhood Tech Help initiative, the Tech Corps will want to use a range of outreach strategies to attract people's attention and encourage them to pursue these free resources. It is important to note that simply sending informational materials a few times through the same channel will not be enough. To effectively reach priority communities and ensure they have ample opportunities to learn about this service, the Neighborhood Tech Corps should take advantage of the various outreach methods outlined below. This strategic approach will greatly increase the probability of capturing individuals' interest. Remember, this is not a set of instructions, but, rather, a way to jumpstart your team's thinking around outreach opportunities.

**Think of it as a catalog of ideas, not a to-do list.**

## MAILERS

Sending small, colorful materials can be a relatively low-cost way to reach a high volume of people. Be sure to emphasize how your services can empower residents with a clear call to action (i.e., including the site location and instructions to drop in during specific hours). With this approach, you'll be able to entice the target participants to engage with NTH and take advantage of the service.

- **Direct-to-resident mailers.** While the target participants may not have reliable access to internet or data-connected devices, snail mail is still a reliable option for reaching this audience. Sending postcards with digital safety tips, detailed information, and a call to action can help spread the word.
- **Mail materials to local partners.** Prepare a package of relevant fliers and marketing for local partners and trusted messengers, and ask them to distribute to relevant community members.

## THINK OUTSIDE THE [MAIL]BOX

**Set up a literature drop.** Create a buzz by promoting that a special 'drop' of information will be happening in a specific area. Gather a team to package and distribute materials

**Invite other neighbors to support outreach.** Gather local residents, partners, and trusted messengers to be part of the outreach effort through door-knocking, where appropriate. This can help build relationships across community members.

## FLIERS, POSTERS, AND LOCAL ADVERTISEMENTS

To effectively reach the target participants, it's imperative to strategically place visually appealing materials, such as fliers or posters, in apartment buildings and community locations where this group is most likely to be. Ensure these materials are in the languages of the community to let people know about the program (i.e., when and where to access it). They should contain all pertinent information as well as a call to action. Identify high-traffic locations in your target neighborhoods. These could include inside gathering places (i.e., community centers or churches) or locations frequented by the target participants (i.e., bodegas, medical offices, grocery stores, laundromats, etc.)

Although fliers and posters are very similar in design, they have slightly different purposes. Fliers are intended for people to pick up and take home with them, while posters build awareness and provide basic information (i.e., web address, QR code, or phone number). It's important to distinguish what the best materials are based on your identified locations and individuals' behaviors.

- Distribution at institution or other highly visible locations: Identify locations within the institution, and more importantly, out in the community where people access information. This could include inside doctors' offices, local community centers, bodegas, etc. Determine if you have permission to leave fliers for people to pick up or hang a poster to build awareness.
- Fliers or posters in buildings: Elevators and doors are prime locations for increased visibility. It's wise to position these materials near community digital tools, like computer labs in libraries, ensuring that information on the services is easily accessible when needed.

**TIP!** QR Codes are graphic barcodes that, when scanned by a smartphone camera, link to a specific internet page or resource. They are a quick and easy way for people to pull up information on their smartphone instead of typing in a web address. (NOTE: This is only recommended for reaching the General Public or potential NTH Corps members and not your target participants.)

### WHEN A FLIER IS MORE THAN JUST A HANDOUT

Return to the old-school bulletin board. Utilize physical community boards, located in laundromats, lobbies, and markets to share (in very large print) updates and distribute information packages. Make it more engaging by making it interactive (i.e., tear-off info, dot voting, etc.).

Advertisements at bus stops and on subway trains. As with other city services and programming, using public transportation that operates in your branch neighborhoods can help spread the Tech Corps' message to a broader audience of New Yorkers, including the target participants.

Create a point of purchase self-service station. Allow for stakeholders to pick-up information packages at a designated location, in order to make it as convenient as possible.

Use Volunteers. Set up a volunteer opportunity where family members, friends, and other enthusiastic supporters can be trained for this outreach work. Make sure that the volunteers can speak the languages of the target participants in the community and are familiar with program goals and intended audience. Talking points and a flier to share can be very helpful!

## EMAIL BLASTS, NEWSLETTERS, & DIGITAL BULLETINS

Harness the support and network of existing institutional community members by including details about the NTH in regular e-blasts, digital bulletins, or website announcements. As part of digital outreach materials, think creatively about how to provide not only the essential information but leverage the power of storytelling. In your communications, consider

- Framing the service and value it can provide for those who use it
- Providing site locations and hours
- Sharing testimonials from members of the target participants who have taken advantage of the service
- Including contact information for interested community members to gather additional information (i.e., printable materials they can share with neighbors or relatives)

### PERSONALIZING EMAILS

Profile Tech Corps members by sharing blurbs about who they are, their connection to the community, and a fun, personal fact.

Create a meme/GIF campaign to engage with family and friends of the target participants. Have them create memes and GIFs to get pique interest in NTH.

## SOCIAL MEDIA OR ONLINE PRESENCE

Virtual advertising can be a relatively affordable and easy way to reach the general public (i.e., institutional community, friends and family, trusted messengers, and potential NTH members). Social media is a great way to build excitement and recruit the broader community to circulate the opportunity as well. (NOTE: This is not recommended for reaching your target participants.)

- Social Media Strategy and Campaign: It is advantageous to develop a social media strategy and schedule to identify the best platform to use with each audience and when and how often to share. Social media platforms have different dimensions and text requirements, so it's necessary to create unique materials for each platform (Facebook, LinkedIn, Instagram, TikTok, etc.)
- Digital Ads: Placing ads on platforms like Google or Facebook help you reach a much larger audience, though measuring the impact of this reach can be challenging. Think of digital ads as flyering, rather than selling services.

## HARNESSING THE POWER OF THE INTERNET

Post live vlog announcements to share updates and new initiatives that you want your audience to know about. A Facebook Live video blog (or vlog) is more interactive and physically engaging than a traditional written blog.

Stream an “Ask Me Anything” event to engage potential NTH Corps members. It can be used to answer a wide array of questions about participating in the program.

Create how-to videos to drum up interest in the program, problem-solve tech issues, or walk through the steps to get connected to affordable internet. Completed broadcasts can be saved to the website or promoted on social media for future viewing.

Host virtual office hours. This is especially great for NTH Coordinators to answer questions about the program. They could be contacted to support local partners, potential NTH Corps members, or anchor institution staff seeking more information about the initiative.

## TEXT MESSAGING & PHONE CALLS

Research shows that many members of the target participants use cellular phones for basic communication like texting and phone calls. Provide an opt-in system for them to get updates about site changes or new hours for tech support in their neighborhood via call or text.

- **Text message campaign:** Studies indicate that 90% of people read SMS messages within one minute of receiving them. Using pre-existing networks, text messages can be easy to set up and a low cost way to share and effectively to build awareness.
- **Direct phone calls:** Individuals less familiar with technology might still rely on the phone for information-gathering. Direct phone calls to individuals can help to build awareness, answer initial questions, and support the pre-scheduling of one-on-one sessions.

## PHONE HOME

Send a pre-recorded message. A phone call with a pre-recorded announcement is an efficient way to reach the target participants.

Set up an SMS 'Connection Desk.' Leverage a textable number (like [EZTexting](#)), that the target participants can text to receive a link to program information like hours, locations, and NTH Corps member profiles.

Administer a text or phone tree. Recruit volunteers to reach out through text or phone calls to your target participants. Provide a script and set of resources to build relationships and identify questions. Texts from actual community members, as opposed to bots, can help build trust within a community.

## TRUSTED MESSENGERS AND OUTREACH PARTNERS

In [Part 1](#), we outline in detail how local partners and trusted messengers are a valuable audience for outreach; therefore, we suggest that this group be prioritized. Doing so focuses on creating partnerships and working with community groups, organizations, and leaders, including cross-promoting services with other organizations at community-focused events. Partnering with outside organizations and leaders can aid in expanding the NTH's reach for the target participants. There are various organizations that the Tech Corps could partner with, but we suggest that they conduct further neighborhood-based, hyper-local research to identify the most effective partnerships.

- **Email newsletters:** Ask partners to include a blurb (provided by the local Tech Corps member) in their regular email / paper newsletters; if possible, have them spotlight the opportunity in the subject line and at the top of the email or on the front page.

**TIP!** Different trusted messengers (TMs) require different engagement strategies. There are 3 types of trusted messengers:

**Amplifiers:** Faith leaders, nonprofits, and advocates can distribute messages to audiences and support greater awareness around the service

**Validators:** Subject-matter experts add credibility to the shared content

**Persuaders:** Friends, family, and others in close circles are uniquely able to connect on a more personal level

- Printed bulletins: Include churches and other religious services in your outreach by asking to be included in their weekly bulletins.
- In-person outreach: Ask partners if the Tech Corps can make announcements about their program at events (i.e., block parties, community / job fairs, holiday celebrations, etc.) or set up a table at their site during high foot-traffic times. Use the opportunity to sign people up for services and collect contact information for future communications.
- Physical materials: Coordinate with partners to display materials in their offices and spaces, and send Tech Corps inserts in regularly mailed materials from the partner organization.

Get more information on “Finding the Right Messenger for Your Message” in this [Stanford Social Innovation Review](#) article.

When building your plan, five key things to remember:

1. Find TMs who are deemed trustworthy
2. Think about audience demographics and preferences when identifying TMs
3. Provide tools for TMs to build capacity around the issue
4. Equip TMs with tools to understand the audiences they are trying to reach
5. Consider that broad reach (i.e., social media influencers) does not equal trustworthiness

## IN-PERSON OUTREACH

To reach your target participants, it is necessary to go directly into the communities you'll be serving. That means getting face time with the target participants in spaces they are already occupying and leveraging the work community-based organizations are already doing in the area.

**TIP!** It can be helpful to develop a calendar of on-going local community events, regular meetings, or community gatherings. The Tech Corps can then track their efforts and identify existing opportunities they can leverage for outreach.

- Tabling in existing spaces: Setting up Tech Corps tables with NTH resources in places your audience already frequents can effectively engage new participants. Consider high-traffic spots like churches, block parties, parks, fairs, or partner events, and include service demonstrations to build community trust and interest.
- Presentations: Ask local partners to invite you to speak at community events to showcase services and available resources to community clubs and organizations. This face-to-face interaction can help demonstrate how various audiences might benefit from the NTH service.

## GATHERING CREATIVELY

Host in odd places. Host outreach in unexpected places like supper clubs or coffee shops. Use pandemic-era innovations and part-time venues, such as restaurants closed midday or cafes that close early.

Barbershops / Hair Salons. Hair salons are community hubs. Send reps to share info on nearby NTH sites with clients waiting or under dryers, and request permission to post or leave flyers in waiting areas.

Community Meetings. Attend a different local civic group meeting (i.e. Chamber of Commerce, Community Boards, Rotary, garden clubs, historical society meetings, hobby clubs, churches, etc.) each month or so to talk about the program.

## Placemaking as Community Outreach

Create an interactive space where members of the target participants, friends and family, and the general public can share their own frustrations with technology and how they seek help. Having Tech Corps members present to facilitate the activity allows for relationship-building. [Learn more](#) about how arts and culture can be harnessed for community outreach.

## TECH-FOR-FUN EVENTS

With relationship-building being central to the success of NTH, gathering buy-in from the target participants and local partners is essential. One way to do this is to plan specific events and activities geared toward the target participants to help introduce NTC members to the community and support a sense of belonging for those we hope to take advantage of the services. Having opportunities to interact positively with technology can help the target participants see the benefits of going digital.

The following are a set of creative ideas for this kind of event:

- [Host a picnic.](#) Throw down picnic blankets, and provide snacks as a way to break down barriers and get participants engaged in conversation about technology or digital safety. Don't forget to bring a hotspot for wireless connection!
- The [Kent Free Library in Ohio](#) has hosted a 'Technology Petting Zoo' to give patrons and community members a chance to have hands-on interaction with a variety of tablets and e-readers without the pressure of needing to "have a problem." Have a number of different devices available to try out with an NTC member available to explain their features and detail the differences between various devices.
- The 'Catalyst Café' program hosted by the [Pima County Library](#) "brings people together each month to talk about technology and how it can serve individuals, neighborhoods, nonprofits and small businesses.
- Host a 'Participatory Library,' like [Rangeview Library District](#) in Colorado, where you can invite the target audience to engage in sharing and receiving a wide range of information that can be accessed online; from learning how to make pie crusts to tying a scarf, drawing, painting, or playing the violin.
- Hold a [Virtual Game Night](#) where the target participants can come together to learn to play a game available to them on an app on their phone or tablet. (i.e., Words with Friends, crossword puzzles, Among Us, etc.)
- Gather the target participants for a [Get-To-Know-Us event](#). Provide refreshments and allow Tech Corps members to mingle with the community, introduce themselves, and allow folks to get to know them as trustworthy and relatable.

**TIP!** Use the research you gather from [mapping activities](#) and discussions with patrons and community partners to determine what events are attractive to your target participants. Host a Tech-for-Fun event with a local partner that has an existing relationship with your target participants.

## LOCAL MEDIA OUTLETS

Without the support of social media, utilizing media outlets that are more likely to be accessed by the target participants can help support outreach efforts. Go “old-school” with outreach to local newspapers, radio stations, and local access television to distribute word of the program—even interviewing NTH Coordinators and Tech Corps members.

- [Local neighborhood or language newspapers](#): Anything from taking out ad space to negotiating a feature article in small, free, neighborhood publications goes a long way in engaging on a hyper-local level. Consider profiling the Tech Corps members or investing in an advertisement with digital safety tips.
- [Local radio](#) can be a vital tool to reach a wide audience, who may not engage with television or social media. Use radio programs to share information with the community about NTH and as a platform for calling to answer tech questions or interviewing Tech Corps members or NTH Coordinators about what to expect from the program.
- [Tapping into television](#): Utilize the hyper-local spirit of NY1 and other NYC public access television options to share the mission of NTH with the broader community. Promote the program to local news stations, inviting them to visit host sites and interview patrons, NTC members, and other community members about the impact the program has had.

## EXPANDING YOUR MEDIA FOOTPRINT

Work with your local cable access channel to [produce a regular TV program](#) on Neighborhood Tech Help. This is a great opportunity to highlight the program and/or upcoming appearances or events in the community as well as review common misconceptions and digital safety tips. Bringing satisfied patrons or NTH members on to discuss their experiences with the program can help boost its reach in the community.

Work with the local cable access or television / radio stations to [produce regular public service announcements \(PSAs\)](#) about digital safety.

[Host a podcast](#). Tools like [Buzzsprout](#) allow you to create free podcasts. NOTE: This format is best suited for friends and family or existing institutional community members than for your target participants.

# PART 3: HOW TO BUILD A HYPER-LOCAL ENGAGEMENT STRATEGY

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The secret to the success of the Neighborhood Tech Help initiative is intentional outreach to the neighborhoods that your target participants call home. This section will offer tools to support your outreach plan and provide best practices for engaging all audiences in hyper-local outreach with the aim of building trust and relationships within the communities you serve.

## PLANNING YOUR HYPER-LOCAL ENGAGEMENT EFFORTS

At the heart of engaging with your community is interaction both online and off to build awareness, relationships and hopefully participation in the program. As Neighborhood Tech Help is a neighborhood-driven program, it's important to use a hyper-local strategy tailored to your audience, context, and capacity. Hyper-local engagement is a strategy that targets audiences and other core stakeholders that are physically close to the host sites and looking for the services and support the NTH program is offering. The local area is usually very specific—just a few blocks or streets around the site.

Every hyper-local engagement plan should look different for each branch neighborhood, as there are different demographics, needs, and community activities. Fortunately, there are clear steps to follow when developing an engagement plan for a program.

### **Step 1: Build a Stakeholder Map**

[The Stakeholder Mapping tool](#) supports the identification of the WHO: the audiences who would benefit from your services and the partners and community leaders who can support the promotion of the service. This will ensure you are thoughtful about what relationships you can leverage, new ones you can build, and who is critical to support community buy-in.

### **Step 2: Identify and Map Community Assets**

[The Community Asset Mapping tool](#) supports the identification of the WHERE: the places in the community where your audience can be reached. This will ensure that you are thoughtful about where you can distribute materials such as fliers and posters, but also where you can host events, build relationships, and leverage existing interactions among community members. It is recommended that these maps are co-designed with community members (i.e., branch librarians, local community-based organizations, etc.) and gathered through observation during a community walk.

### **Step 3: Draft your Hyper-Local Outreach Plan**

Using the information collected in Steps 1 and 2, the [Hyper-Local Outreach Plan](#) supports Coordinators and Corps Members in determining HOW to effectively reach your target audience, who you are going to partner with, and how you will engage additional community members. This plan can support you in prioritizing when, where, how, and who to engage first. Additionally, it provides an internal checklist to ensure the engagement strategy is equitable, inclusive, and accessible.

### **Step 4: Implement your plan and track your results**

Once the [Hyper-Local Outreach Plan](#) is drafted, it's time to turn your ideas into action. This simple spreadsheet can be used to track your outreach efforts and document what you've tried, what's working, and where you need to pivot.

**TIP!** Remember that your community is not static. Although you might create these maps, tools, and plans, don't forget to keep adding and adjusting them. These should be living tools.

## **BEST PRACTICES FOR HYPER-LOCAL ENGAGEMENT EFFORTS**

To best circulate your messaging and promote your NTH offerings, it is important to design an outreach, communication, awareness and engagement strategy that can differentiate between outreach for your various audiences (i.e., friends and family, institutional community, etc.) and that intended for the target participants designated to receive project services.

### **Don't make assumptions.**

- It's okay not to know the best location to post a flier or the level of engagement at a local, faith-based institution. Start small, ask questions, and observe. It's better to build an initial plan that allows you to learn, than to build a robust plan that might assume and might not be as efficient.
- Find local groups with a physical neighborhood presence, and ask them about the area and the local audience.

### **Contextualize your materials and message.**

- From the outset, create a clear identity and message that speaks to the specific neighborhood. Review the demographic information, and adjust accordingly.
- Ensure that all public-facing materials are translated into the primary languages of the neighborhood.

### **Outreach Engagement Support**

Here's a quick exercise you can do every time you create an engagement activity or outreach materials. Instead of making a list of items you want to promote, ask yourself these four questions about the person who receives your materials or talking points.

- What are their needs?
- What's driving their decision-making?
- What are their goals?
- What are they feeling?

**Carry out broad outreach, rather than relying on one thing to reach everyone.**

- Use multiple communication tools to reach the diversity of your audiences (i.e., mailed and printed information, website and email lists, cable TV and PSAs). Include specific outreach to your target participants (i.e., consultations with leaders, info at community events, speakers, etc.).
- Use media strategically—press releases, feature stories, op-eds, news conferences, etc.—to announce initiation of the engagement, key milestones, and other decision-points. Focus on community newspapers and radio programs.

**You don't have to do this yourself! Leverage strong community relationships.**

- Find local groups with a physical neighborhood presence and/or with an online and/or a social media presence, and ask their administrators to share information about NTH.
- Use public facilities—libraries, community centers, neighborhood service centers, etc.—as information repositories to provide ongoing updates on the project.
- Email your staff and relevant local contacts. Be specific about who you ask them to forward the information to (i.e., friends and family, institutional community, local partners, etc.).

**Hit the streets and meet people where they are.**

- The most effective promotion is word of mouth; ensure NTH has ways for your audiences to invite their friends or neighbors (i.e. adding an “invite your neighbor” button to an email campaign).
- Hand out leaflets or QR codes at local public events, in neighborhood parks, at public transit stations in your geographical area, and wherever else your audience may frequent in their community.

**Engagement Support (cont.)**

This exercise will help you to focus on the way your services can help your community members. Once you've done that, you'll want to include text in your materials or talking points that makes it clear that NTH puts its community members first.

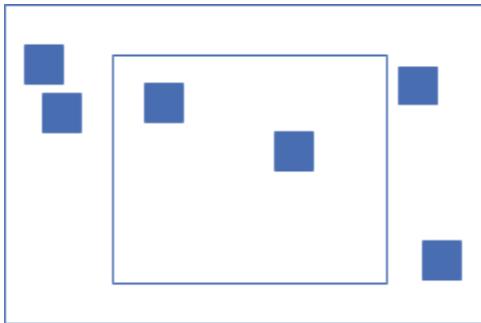
It's easiest to explain this using an example.

- Instead of: “Get personal help with your digital needs!”
- Try: “You want to video chat your grandkids, but don't know! Let NTH help you!”

A few simple tweaks in wording put the patron first.

# TOOL: STAKEHOLDER MAPPING

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Stakeholders can vary widely based on the geographic area in which your Neighborhood Tech Help team is operating. Understanding where different community members fit into the scope of your outreach will help guide who you engage, how you plan experiences, and how you reach your target participants.

This Stakeholder Mapping activity can be completed individually by your NTH Coordinator or in collaboration with the Tech Corps members.

Your team should be prepared to complete a separate stakeholder map for each host site or neighborhood branch location.

1. Make a list of all audience members (see [Part 1](#)) who have a stake in or can help ensure the success of your Tech Corps (Try adding each stakeholder to a separate sticky note!).

- Who are the people interested in the program?  
*Remember: Each neighborhood and site is different.*
- Who is influential in your neighborhood, community, or topic area?  
*This can be individuals or organizations.*
- Are there existing community networks, organizations, or communications that could—or already are—reaching your target participants?
- Who runs or manages organizations with relevant interests?  
*Example: Adult learning centers*
- Who in the community or neighborhood might have a significant interest in this program and could be significantly impacted by its success or failure?

- Who are the people who live, work, play, or worship at or near your host site?
- What organizations or individuals engage with family members of your target participants?  
*Example: the PTA*
- Who can obstruct the program's success, if not involved?
- Who is currently involved with your target participants? Or who has been in the past? *Example: Faith-based organizations*
- Are there gaps in information that could be bridged with local knowledge? Who could bring that knowledge?
- Who are the people or organizations who represent local citizens?  
*Example: Community boards*

**2.** Organize your stakeholders into the following three groups, and place them on the corresponding area of your stakeholder map:

- target participants,
- Direct Outreach (individuals or organizations that can support you to reach your target participants)
- Indirect Outreach (individuals or organizations connected to your target participants through the greater community)

Assess how they are divided and use the tips below to help understand relationships.

Use pictures, short phrases, symbols, codes, and colors to classify different types of stakeholders or different relationships amongst them.

Use multi-headed arrows of varying color, size, style, and dimensions to classify different kinds of relationships.

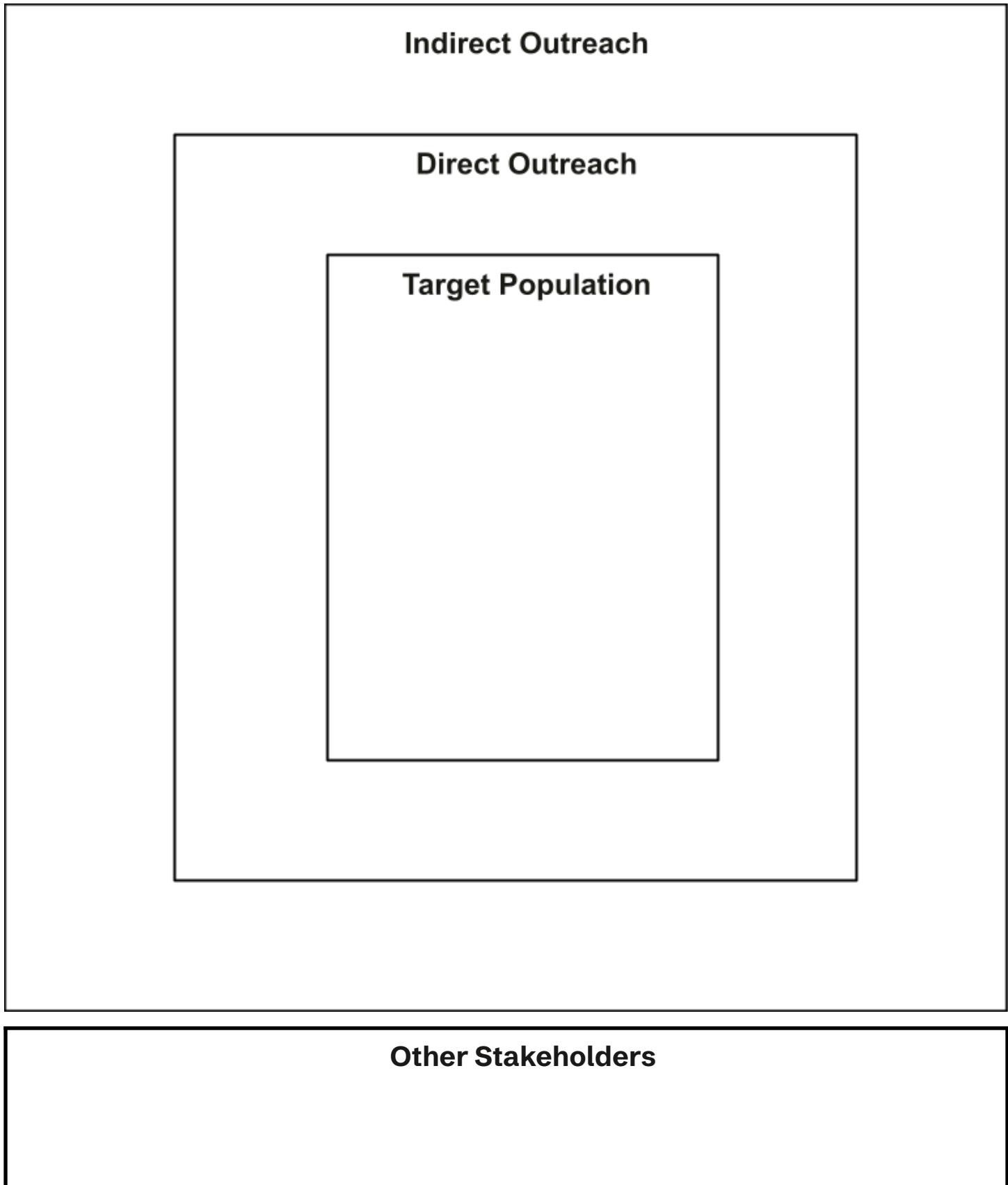
**3.** Once the stakeholders are organized, start to understand the relationships between the stakeholders and their impact on the program. For each group of stakeholders, discuss and investigate:

- a. What are the demographics of each individual or organization listed?
- b. Whose opinions influence them? Who is in their circle? Who supports their decision-making?
- c. Who do they interact with daily? Are there organizations or individuals they engage with on a regular basis?
- d. How do they communicate and/or gather information? For organizations, what existing communication channels can you leverage?
- e. What are your existing relationships with this stakeholder group or organization?
- f. For organizations, what relationships do they currently have with the target participants?

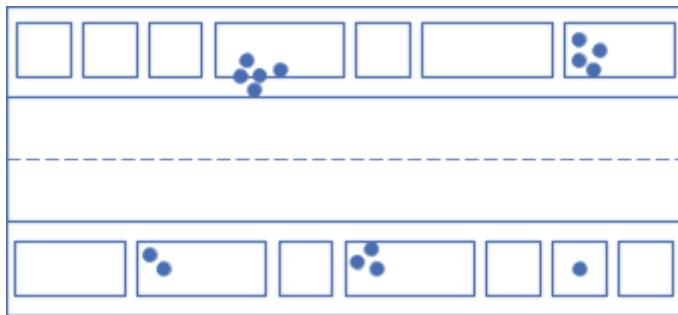
**Be mindful of making assumptions!**

**4.** This can support a more in-depth conversation and, potentially, impact the mode of engagement with different stakeholders. For anything you can't answer (or is an assumption), your next step is to conduct interviews. Talk to your local partners, community leaders, or individuals who live or work near the host site, and find out the answers.

## Stakeholder Mapping | Template



# TOOL: COMMUNITY ASSET MAPPING



Community Asset Mapping is the process of creating a visual display of the people, places, and experiences that make up a community. Asset mapping is the process of identifying and providing information about a community's useful or valuable places, people, or qualities, which serves as a support and resource for the Neighborhood Tech Help Outreach Plan.

Asset maps can be used to:

- Reflect informal and formal institutions found within a community (i.e., social groups, recreation programs, churches) that can support you as local partners, trusted messengers, and, even, be potential host sites.
- Track where the community naturally gathers-like a park-or the location they utilize on a regular basis-like a laundromat. This information, along with other assets, can help the Tech Corp members determine various aspects of their outreach strategy (i.e., where to hang posters, who to partner with, etc.)

In order to be a successful tool, you'll need to complete a separate map for each of the branch neighborhoods served by your Tech Corps.

1. Choose your method(s)--way to collect information-and tool(s)--a place to track and store findings-to collect information about assets.

**A. COMMUNITY-ENGAGED MAPPING** is a group mapping exercise designed to answer specific questions and gather insights from community members for the purpose of developing place-based strategies and partnerships.

This is best completed with individuals who are familiar with the neighborhood, have existing local relationships, or live in the community themselves. This could include anchor institution staff, local partners, or even potential members of the target participants. Be mindful that if this is not completed with existing knowledge, the map will mostly include assumptions.

For team members not from this community, Community-Engaged Mapping can be a starting point to help build an interview guide or to take a community walk. It's essential to avoid making assumptions by not establishing knowledge about the neighborhood.

**TIP!** Neighborhoods can be very large. Start by mapping a radius that is walkable (about a  $\frac{1}{2}$  mile) around the host site and/or commercial center in the branch neighborhood. Remember to include public transit (buses and train stations) as a starting point.

**B. A COMMUNITY WALK** is a method where you walk through your geographic neighborhood to observe and collect information about its resources, dynamics, and heavily trafficked areas. It provides a first-hand view of the neighborhood, its people, and its assets and can naturally provide all the location information you need to put your assets on the map. A community walk is specifically helpful to determine where to hang posters, distribute fliers, and share other awareness-building materials.

When developing a community map, be sure to create an observation plan. Just going for a walk in the surrounding neighborhood can be overwhelming, so predetermine what you are looking for (i.e., wall space, gatherings of over 20 people, etc.)

**C. Conducting **INTERVIEWS**** is a very common way of gathering information from all types of audiences. The goal of these interviews should be to answer the same questions as a community map or walk and support your team in better identifying outreach partners and places to promote NTH services.

Create an interview guide to ensure you are capturing the information needed to support your outreach plan. Focus on descriptive questions to gather information about what community members' view as assets. Keep your questions open-ended to allow for the interviewee to speak freely. Gather geographical information, like ZIP codes, during the interview process, to get the most accurate information possible.

Plan to combine two or more of these methods in order to form a complete picture of the neighborhood your team will be working in.

**TIP!** Incorporate interviews with key community partners while on your walk. This could include faith leaders or community board leaders, as they can fill in details about the residents of the neighborhood.

**TIP!** When conducting interviews with community members or partners, keep in mind that they are not research subjects but participants in the research process.

**2.** Begin your research. When developing your map, interview questions, or walking path, consider the following prompts as you investigate the neighborhood.

## COMMUNITY ASSETS

### Where do people buy groceries?

Supermarkets (small & large)  
Mini-markets / Bodegas  
Farmers' markets

### Where do people shop for non-food items?

Clothing stores  
Department stores  
Thrift stores  
Open-air markets / Flea markets  
Other retail stores or areas

### Where do people go for arts & recreation?

Museums  
Art centers (galleries, theatres, etc.)  
Community gardens  
Community centers  
Lakes, ponds, or streams  
Walking paths  
Bike paths  
Parks and recreation areas  
Playgrounds

### Where do people go for social services?

Hospitals / Urgent care clinics  
Private medical offices  
Mental health facilities  
Chamber of commerce  
Banks / Credit unions  
Health or Human Services Dept.  
Social Services Dept.  
Police Department  
Fire Department  
City government buildings

### Where do people go to get involved or gather in the community?

Community / Senior centers  
Faith-based organizations  
Radio / TV stations  
Nonprofit organizations  
Clubs or associations  
Citizen groups  
Barbershops or hair salons

## QUESTIONS TO COLLECT INSIGHTS

### Community leaders

Who are the community leaders, and why?  
Where do community leaders work, live, or engage their community?

### Gathering places

Where are the locations (maybe non-traditional) that people are gathering?  
Are these locations well-lit and safe?

### Public transportation hotspots

Which are the busy public transportation hubs in the areas?

### Community organizations

What are the existing organizations, nonprofits, or associations with whom the target participants engage?

**3.** Once you have identified these local assets consider the following question for each:

**Engagement and outreach opportunities**

- How busy is this location on a daily basis? Are there times of day or week when more people are likely to gather or pass?
- Does this asset have a location to post information—such as a spot on a wall for a poster or a countertop for fliers?
- Would this location be a good place for tabling or in-person outreach? If so, when, how, and why?
- What are the activities happening at these assets (i.e., Does the local church have a book club every Thursday?)

**Connection to the target audience**

- How is this location or asset connected to the target participants?
- Could this location be an appropriate outreach partner? Why, or why not?

**Connection to the anchor institution**

- What is the institution's existing relationship with this community asset?

**4.** Return to your physical map, and add the information you've collected. Review your research, and use this information to inform your [Hyper-Local Outreach Plan](#).

# TOOL: HYPER-LOCAL OUTREACH PLAN



This tool is intended to be a road map for developing your public outreach and promotion plan for the Neighborhood Tech Help program. It is a living document that should be developed and used throughout the program's initial outreach process and, accordingly, be updated, adjusted, and tweaked as you conduct your outreach and education throughout the length of the NTH.

As your institution implements the program in different areas, an outreach plan should be created for each branch neighborhood to ensure that hyper-local strategies are deployed.

## 1. GOALS

*This section should provide a brief overview of your goals for developing your neighborhood-specific Outreach Plan. The goals should address the level of engagement you seek from your audiences.*

What are the goals of your outreach plan?	
What metrics can you track that will indicate if your outreach plan is successful?	
What, if appropriate, are the specific success outcomes you hope to have for each audience (see <a href="#">Part 1</a> )? What is the level of engagement you seek from your audience?  <i>This could be a different level for each audience identified in your <a href="#">Stakeholder Map</a>. Note: You will likely have different goals for different audiences.</i>	

## 2. PRIORITIZED LIST OF KEY STAKEHOLDERS

*This list will include the results of your [Stakeholder Mapping](#) and [Community Asset Mapping](#) to identify local partners who can support outreach—be sure to include target participants as well as direct and indirect stakeholders.*

### TARGET PARTICIPANTS

*Local community members to be determined by anchor institutions*

Prioritized target participants group <i>(Who are you focusing on?)</i>	Opportunities for engagement <i>(How are you going to reach them?)</i>	Barriers for outreach or access	Language or other accessibility needs	Other details

### DIRECT OUTREACH PROVIDERS

*Prioritize these lists by individuals or organizations whose relationships or access to the target participants make them most beneficial to engage with.*

Potential outreach partner <i>(Who are you focusing on?)</i>	Opportunities for engagement <i>(How are you going to reach them?)</i>	Why are they an important partner? <i>(What is the current status of this relationship?)</i>	Barriers for participation	Reciprocal benefit <i>(What's in it for them?)</i>

### INDIRECT OUTREACH PROVIDERS

*Prioritize these lists by individuals or organizations connected to target participants through the greater community.*

Potential outreach partner <i>(Who are you focusing on?)</i>	Opportunities for engagement <i>(How are you going to reach them?)</i>	Why are they an important partner? <i>(What is the current status of this relationship?)</i>	Barriers for participation	Reciprocal benefit <i>(What's in it for them?)</i>

### 3. PRIORITIZED SET OF LOCATIONS

This table will include the results of your [Community Asset Mapping](#). When reviewing your list of assets, start by prioritizing the locations. For example, high priority locations are typically highly- trafficked by the community, have existing activities for the target participants, or are commonly used locations for building awareness or outreach. A lower priority location might be a public school that, while it draws large groups of people, does not serve target participants who are not school-age.

This table is not your final engagement plan or strategy; it is a way to organize the findings from your asset map into priorities.

Asset (location)	Address (Include the contact person information if available)	List engagement activities best suited for this location	Priority Level (High, Med, or Low)
EX: Senior Center	Corner of X St. and X Ave.	Posters, fliers Tabling during events	High

### 4. AUDIENCE ENGAGEMENT STRATEGY

This section should include the specific outreach and engagement strategies you plan to employ for each of your three groups of stakeholders (target participants, direct outreach partners, and indirect outreach partners), as well as your implementation plan.

Complete this table to help organize your chosen strategies.

Strategy	Audience	Materials Needed	Planning Considerations	Barriers	Contact (if appropriate)
EX: Fliers at the senior center	target participants	- Fliers in all languages - Posters	- How long are you allowed to leave a flier? Is there a limit? - When can you replenish them?	- Blind or low vision residents - Crowded bulletin boards	<a href="mailto:X@seniorcenter.org">X@seniorcenter.org</a>

## 5. RECOMMENDED TIMELINE

*This section should include a timeline of the outreach and engagement activities.*

When developing your timeline, consider the following:

- Be detailed and thoughtful about how your outreach will be conducted.
- Be aware of major events that occur during your outreach activities that may help extend the reach of your message or conflict with your efforts.
- Include community activities like neighborhood association meetings, social gathering events, etc., and utilize those events for your outreach. Go where they are already gathering!

## 6. ISSUES, OBSTACLES, AND CONCERNs

*This section should contain a comprehensive list of issues, obstacles, and concerns that the project team anticipates having with NTH. This provides an opportunity for team members to anticipate and problem-solve issues and develop key messaging and outreach strategies to address them.*

**Identify barriers that may prevent audience members from engaging.** Check all that apply:

<input type="checkbox"/> High risk of illness	<input type="checkbox"/> Barriers for developmental, cognitive, & intellectual disabilities
<input type="checkbox"/> Cultural considerations	<input type="checkbox"/> Language
<input type="checkbox"/> Mobility - Disability access	<input type="checkbox"/> Immigration
<input type="checkbox"/> Mobility - Transportation access	<input type="checkbox"/> Power dynamics
<input type="checkbox"/> Accessibility (technology, physical access, etc.)	<input type="checkbox"/> Family care
<input type="checkbox"/> Barriers for Deaf and Hard of Hearing	<input type="checkbox"/> Time
<input type="checkbox"/> Barriers for Blind and Visually-Impaired	<input type="checkbox"/> Financial
<input type="checkbox"/> Digital literacy	<input type="checkbox"/> OTHER:

## What strategies will support these needs?

<p>How might socio-historical and cultural context impact the way audiences engage with NTH?</p> <p><i>If you don't know, what methods (media, partners, etc.) do you have to find out?</i></p>	
<p>What are your audiences' perceptions of your organization or service?</p> <p><i>If you are unaware, what methods (media, partners, etc.) do you have to find out?</i></p>	
<p>Do you understand the socio-cultural context and inequities faced by your target participants?</p> <ul style="list-style-type: none"><li>- Do you know the racial, ethnic, and linguistic context of your audiences?</li><li>- Do you know and understand the social, environmental, and structural determinants of inequities for your audiences?</li><li>- Do you know the history of engagement efforts in this community?</li></ul> <p><i>If not, conduct this research in advance to build your team's internal cultural competency, knowledge, and stronger relationships with your audience.</i></p>	
<p>What socio-cultural context and inequities are important to keep in mind when communicating and engaging with each audience?</p>	

## 7. TEAM CAPACITY

*This section should reflect the capacity of the NTH team. Reflect on the following together:*

- Who are the supporting team members directly involved in NTH? What are their roles and depth of knowledge regarding NTH?
- Articulate what assets they bring to the planning of outreach engagement (e.g. expertise, money, networks, or tools).
- Where are there gaps in knowledge, expertise, and/or tools? What is your plan to address these gaps?
- Define any constraints for your team when it comes to NTH.
- Are there time, staff, and/or financial constraints to keep in mind?
- What are the legal requirements of NTH that you will be working around?

## 8. INCLUSIVE & ACCESSIBLE OUTREACH CHECKLIST

*The questions in this section are intended as a checks and balances process to ensure that you've been intentional and thoughtful about developing an inclusive and accessible Outreach Plan.*

### **How are you leveraging existing resources and opportunities?**

- Have you identified existing relationships and partnerships that can further support outreach for the program?
- Are there community-driven events where people will already be gathering in which you can participate?
- Are there organizations that currently have relationships with your audiences with whom you can connect?
- How does your plan integrate expertise brought by each audience?

**How have you ensured your outreach strategy is inclusive?**

- Have you involved community representation and diversity of perspective and demographics into your plan?
- Have you considered the varied accessibility needs of your communities in all of your strategies (i.e., mobility, language, reading level, etc.)?

**What cultural considerations might you need to consider regarding outreach or events?**

- Are certain days or hours off-limits for events?
- Are certain days or hours particularly suitable for events?

**How have you ensured your outreach plan is accessible?**

- Can individuals with disabilities participate (visual, physical, etc.)?
- Are you providing language translation services for people who do not speak English?
- Do you provide American Sign Language (ASL) interpretation, captioning services, or audio amplification for people who are Deaf or Hard of Hearing?
- Are program materials in multiple languages and accessible formats?
- Is the engagement space or platform accessible (if applicable)?
- Are you requesting and meeting special accommodation needs?

**How does your plan build trust between NTH and its various audiences?**

- Does your plan include opportunities for intergenerational interaction? How can that be incorporated?
- What steps have you taken to promote sustainable relationships and partnerships?
- What incentives are you providing to foster reciprocity among audience members? (In other words, what are they getting out of helping you promote this program?)
- Will engaging with NTH benefit each audience? If not, can you rethink the engagement to ensure reciprocal benefit?
- How do you know it will benefit your audience? (e.g. How might spending time taking a survey be beneficial to an individual?)

**How have you ensured your plan is realistic?**

- Have you planned activities that are implementable in the time frame allotted and within the capacity of your team?
- Does your plan reflect information you have learned from your Stakeholder and Community Asset Maps?
- Are you going out into the community instead of asking them to come to you?



New York  
Public  
Library



QUEENS  
PUBLIC  
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L&L

The Neighborhood Tech Help program model was co-designed by the New York City Department. of Housing Preservation and Development; social impact consultants TYTHEdesign; and Brooklyn Public Library, New York Public Library, and Queens Public Library. The project is currently being managed by the New York City Office of Technology & Innovation. Branding was developed in collaboration with L+L Studio and illustrations are by Ilya Milstein.

**TYTHE  
design**

This tool was developed by TYTHEdesign, a women-owned capacity-building firm with 15+ years of experience. TYTHE uses human-centered design, collaborative engagement, program evaluation, and insights gleaned from inclusive, mixed-method research to help clients develop resource-efficient programs that create social value.

[www.tythe-design.com](http://www.tythe-design.com)