



Outreach Report—FY 2012-2013
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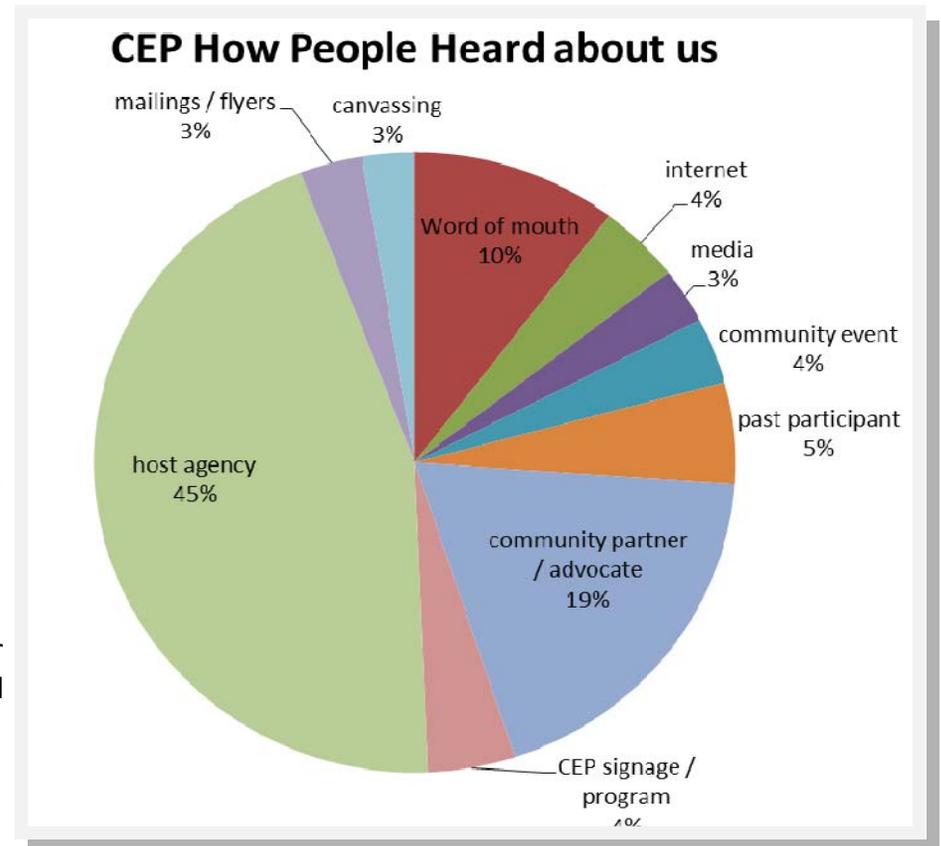
What outreach methods work?

We use largely grassroots and relationship-based outreach methods to successfully serve over 1,000 clients each and every year. Each CEP program has a different audience and different needs, so methods vary widely. Weatherization Workshops target low-income Portlanders as well as Troutdale, Wood Village, and Corbett. Lead Poisoning Prevention services target those with children under six or pregnant women, regardless of income, within the Portland Water Bureau service area. In-Home Services seeks low-income seniors and people with disabilities who need to weatherize and make safety repairs, we make special efforts to serve people in the Lents and Interstate Urban Renewal Areas (two very different communities).

About the Pie Charts

One of the best ways to illustrate how well an outreach technique works is to gauge how people heard about us. The following set of charts divides up the “information source” for each program, where you can see the potentially surprising variety between programs. Regardless of what outreach is conducted, the info source shows what WORKS. This helps us to determine the following year’s outreach methods.

Host agencies are partnerships specific to workshops that connect us with nearly half of our clients. A host agency is an organization or group that does the majority of outreach for a workshop we bring to their location. For example, a SUN School may send flyers home with their students, or a Head Start may encourage parents to participate in a class we have on location. Mailings and canvassing were only used in Urban Renewal Areas for In-Home Services.



Relationship-Based Outreach

CEP has been a grassroots organization for more than 30-years. We continue this highly effective (and affordable) tradition today.

Partner Relationships

When we want to reach new audiences, we often refer to the local experts in our community who already have relationships with people we all serve together. From organizations like PCRI, REACH, Head Start, WIC, or Multnomah County to individual community advocates, we often share common goals. Host agencies alone help us to reach almost half of our clients, and another 35% come from other relationships.

Public Events

We participate in a wide variety of events. From City of Portland's famous Fix-it-Fairs to housing fairs or volunteer expos, we are at events talking to the public. We also canvass in the neighborhoods to reach underserved populations specifically trying to reach and give targeted presentations.

Our Past Clients

Word of mouth is huge! At least 10% of our clients come to a workshop or use a service because somebody they trust has recommended it to them. We conduct annual follow-up surveys with participants to ensure we are providing exactly what the community wants and needs. There is no higher honor than praise from a CEP participant.

Media

We have some great relationships with our community based newspapers. The Portland Observer and the SE Examiner are just a few examples of papers who are a delight to work with to help get the word out.



Online Outreach

2012 Winter Newsletter



Events and Activities



Bridge the Gap 2012

We had a fantastically successful event on November 8th at our Bridge the Gap fundraising event! Around 200 people showed up for great food, live music, a [photobooth](#), a thrilling live auction, and great items at our silent auction. It's always a good sign when the dancing continues even when the party ends.

CEP netted \$25,000, covering more than 2/3 of the gap we have to bridge in one night! Check out some more photos from the event posted on our [Picasa album](#).

Stories From the Field

Ardy's on a Mission. She has begun venturing out into the field to talk to our in-home clients so the world can hear what they have to say. She's



E-Newsletters / Announcements

We use MailChimp as a means to send our seasonal newsletters, job announcements, and other exciting updates to our followers. Our list is composed primarily of clients, event attendees, and those who have added themselves through the website.

We currently have 973 contacts divided into separate mailing lists.

Social Marketing

As of the end of Fiscal Year 12-13 we have:

Facebook: 308 followers ("likes")

Twitter: 128 followers

YouTube: 15 subscribers and 5900+ views of CEP videos

This year we produced short videos for each department talking about their programs. These will be embedded on the new website, to better reach those who may have barriers with literacy, language, or simply prefer video to reading script.

Community Energy Project Official Website and Blog

In 2007, a professional volunteer donated time to re-create the CEP website. Over the last six years the site has doubled in size and is outdated.

This year local creative group SubText donated their professional services to upgrade the website, which will launch at the beginning of the next fiscal year. The platform will be Wordpress, which will allow more dynamic interaction with those exploring the website, and allow flawless interaction with our blog.

Weatherization Workshops

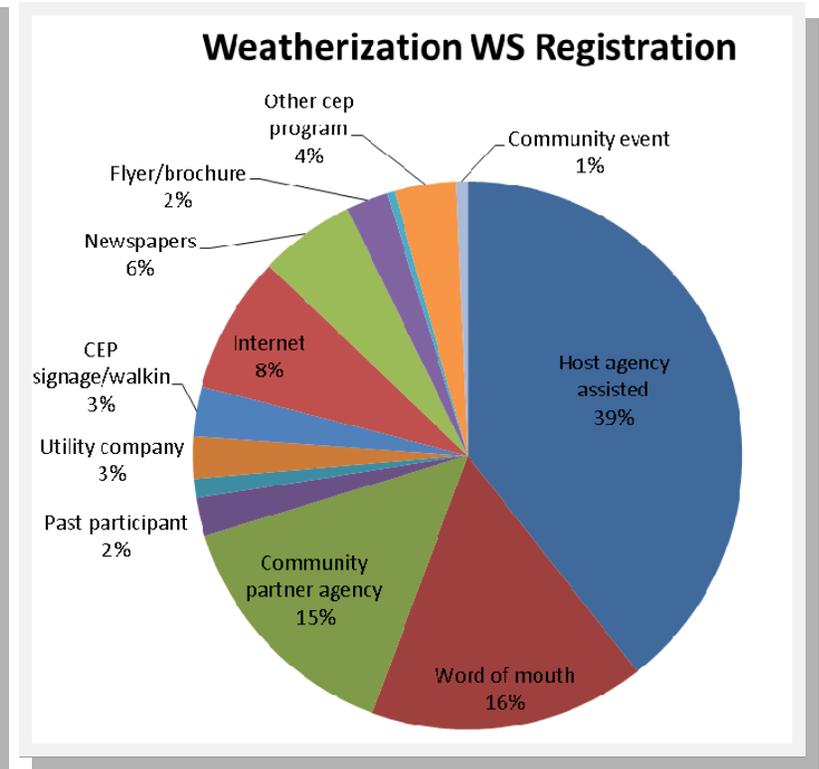
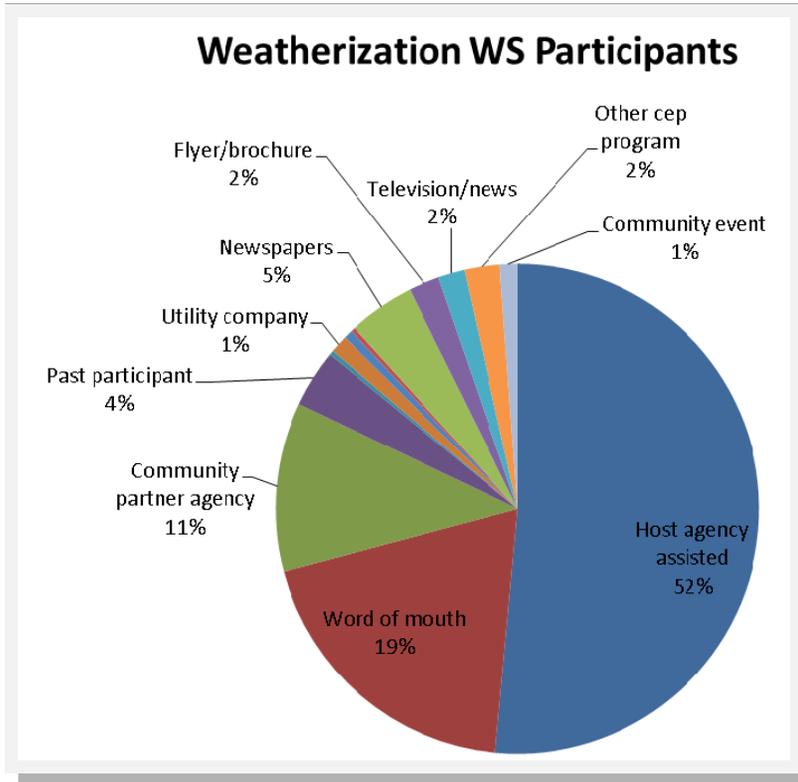
The Weatherization Workshops program is our oldest program. As a well-known service in our communities, most outreach efforts center around letting people know when the workshops are available: word of mouth, community papers, our website, host agency relationships, and community partnerships work to let people know the when, where, and why they should participate.



Why two charts?

We track these things separately because the results are so drastically different. “Registration” information is how participants tell us they heard about us when they initially sign up for a class. The “Participant” chart shows what people write on their forms when they’re in the class

This year we shifted to web-based registration, so the charts are more similar than in the past, where “host agency” wasn’t historically shown.



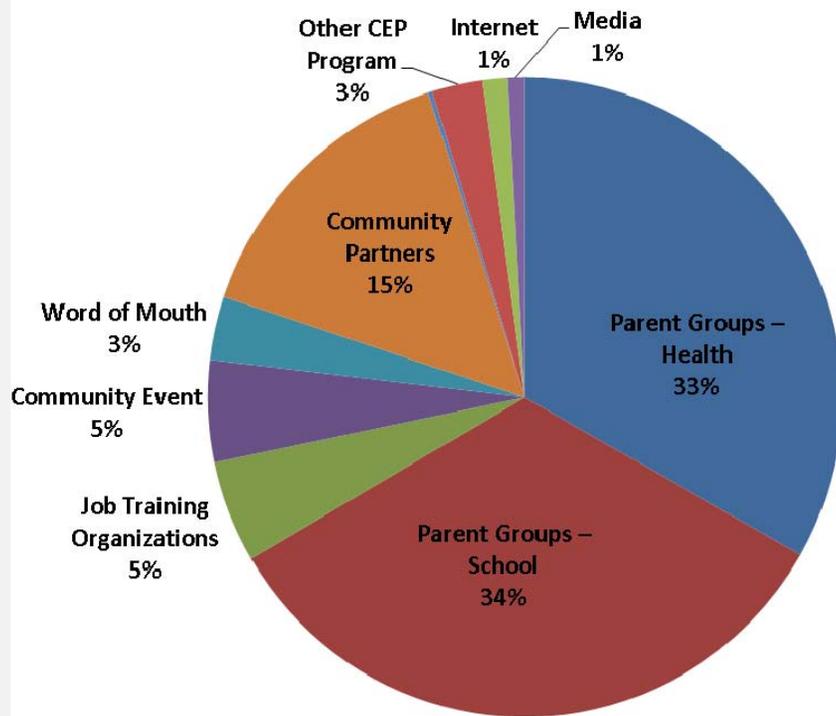
Lead-Poisoning Prevention Workshops

Lead Poisoning Prevention workshops are also a well-established program, since the year 2000. As over 85% of participants in this program come through host agencies, we have divided them between Parent Groups through schools, Parent groups focused on Health, Job training organizations, and other community partners.

People are often exposed to lead without realizing it, and so do not typically seek information on their own. Host agencies can provide awareness and interest to their constituents.



Lead Poisoning Prevention Workshops



Who's Who?

Parent Groups: Schools

- Head Start
- SUN School programs

Parent Groups: Health

- WIC (Women, Infants, and Children)
- Baby and Me

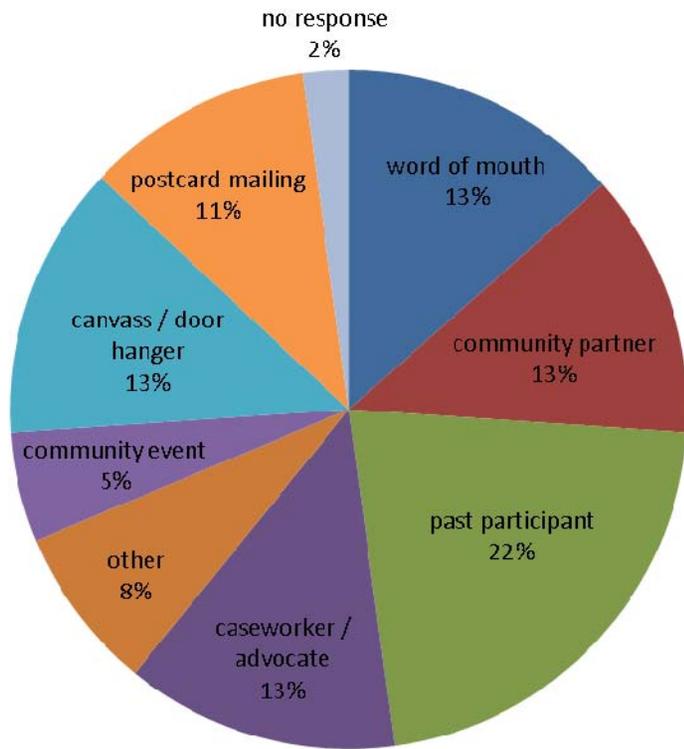
Job Training

- Constructing Hope

Community Partners

- Portland Housing Bureau
- City of Portland Fix-it-Fairs

In-Home Services - Combined

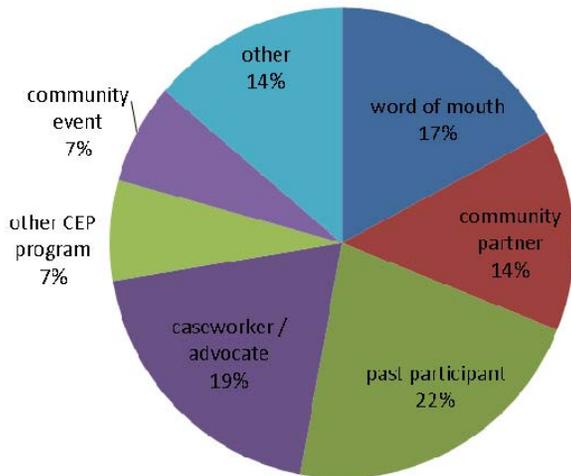


In-Home Services

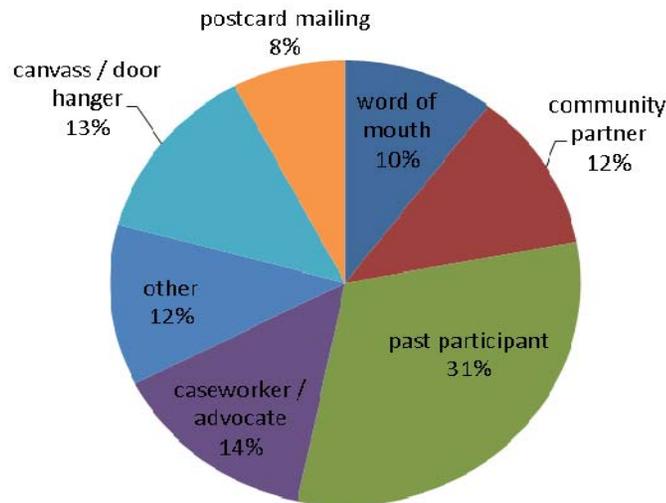
CEP's In-Home Services program is divided into three distinct categories. TIF (Tax Increment Funding) areas are also known as Urban Renewal Areas. TIFL is in the Lents Renewal Area, and TIFN is in the Interstate / North Portland Renewal Area. CDBG (Community Development Block Grants) allows us to serve the rest of the City. The charts below show that even when offering the same service, the area you are serving has a huge impact in what methods work to reach people. Lents and North Portland have different community agencies/resources, histories, relationships with their neighbors, demographics, and more.

We canvassed most heavily in TIFL, and it accounted for nearly 1/3 of our clients. This year we also sent postcards to both TIF areas. CDBG needed no special outreach. Past participants are typically clients who need updated materials, have new needs, or move into a new home. The vast majority of our repair clients come from caseworkers/advocates from organizations such as Portland Impact and Human Solutions. Many come from community partner referrals like Multnomah County Aging and Disabilities Services, PCRI, 211 info, and other social service agencies.

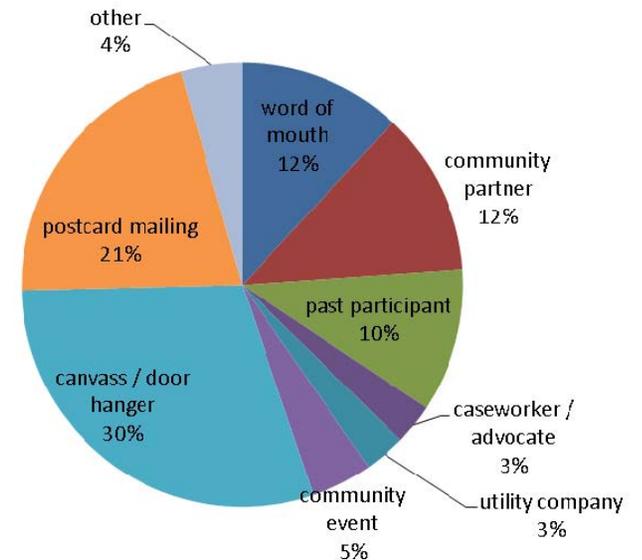
CDBG - City Wide



TIF - North Portland



TIF - Lents



Looking Forward...



Organizational Restructure

CEP has experienced some dramatic changes this year, and next year we streamline and restructure as we continue our transition. This will likely impact outreach as programs change or discontinue and requirements for existing services evolve.

Online Changes

The new website is set to launch, and the altered format and flow of information should also help users navigate to where they need more easily, as well as interact with CEP staff electronically. The website will also give us an opportunity to tell the story of our clients and volunteers in a more compelling, timely manner. This will hopefully inspire people to become involved financially with CEP's mission.

Building/Storefront Upgrades

We have plans to re-paint our building, haul away our unappealing storage container, and improve the overall look of our office. We plan to use a vibrant color palette to better represent the start of the Alberta Arts District, and to show a clean, fresh face to the public.

We will also be updating our Retail Fundraiser - painting the front end and transforming it into an actual store-front.

Donor Relationships

We will be building better relationships with our donors, and finding new donors to increase CEP's financial agility and allow us to be responsive to the community. Whether corporations, volunteers, or community members, our next donor could be a client, or it could be you.

