



# OUTREACH STRATEGIES FOR DIVERSE COMMUNITIES





# Today's Agenda

- Introduction
- Icebreaker + Menti instructions
- Strategies for successful outreach
- Discussion + Q&A
- A word about Black History
- # SWR - Agents of change
- Closing + Thanks







Mentimeter

# ICEBREAKER





# Here are the instructions for menti



**OUTREACH**

**TRUST**

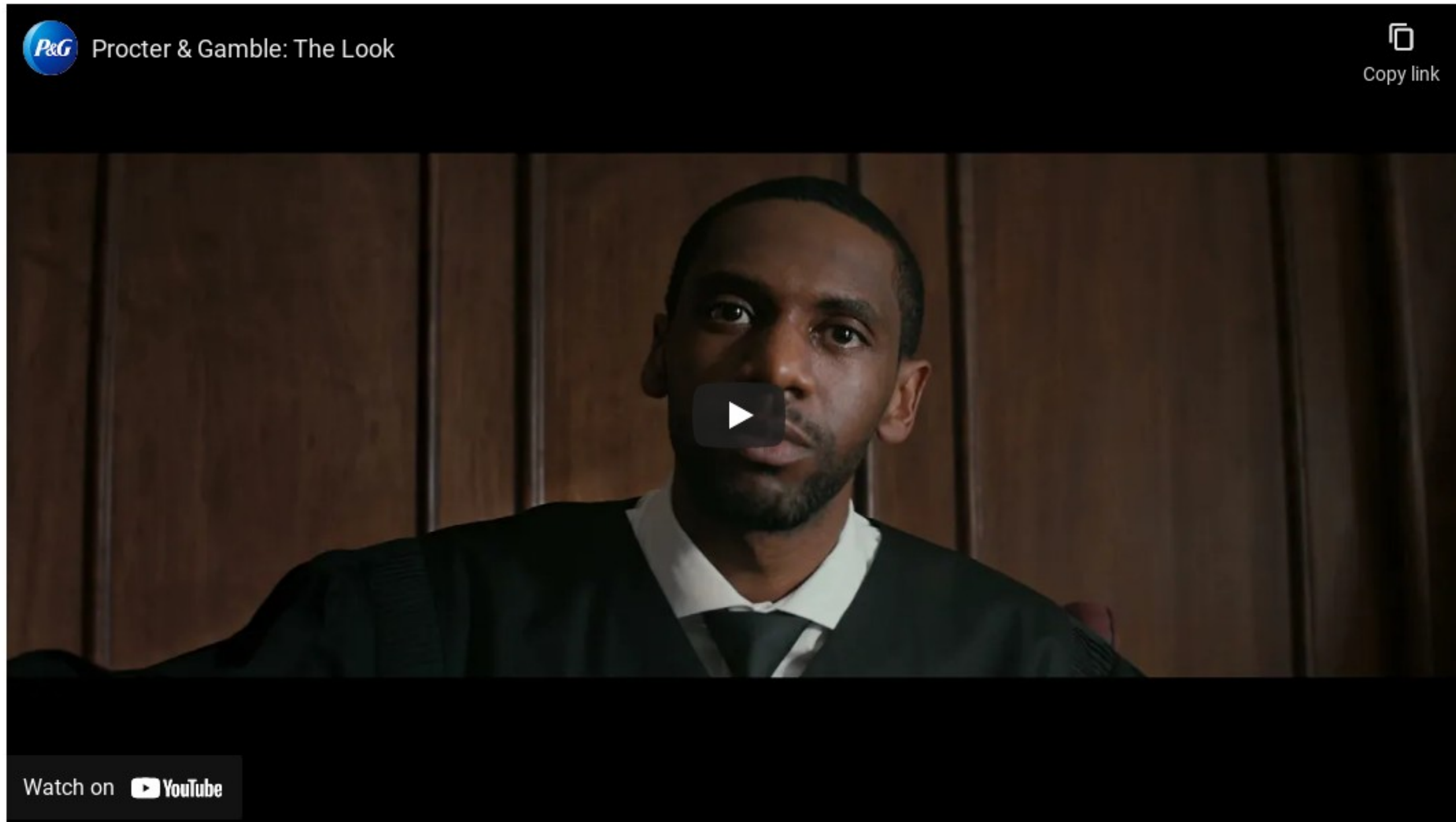
**CONNECTION**





# "THE LOOK"





Procter & Gamble: The Look (last session)

How would you describe "THE LOOK" in three words?





**What lessons about outreach can you take away after seeing this video?**





# Have you ever experienced an injustice?



● Yes, Oui

● No, Non





**2. BUILD  
PARTNERSHIPS**

**1. ADAPT  
TO  
INCLUDE**

**STRATEGIES**

**4. HONOUR  
DIVERSITY**

**3. CHECK-IN**





**5. CONNECT IN EMPATHY  
NOT SYMPATHY**



QUESTIONS?





# BLACK HISTORY

BLACK HISTORY IS OUR HISTORY



**ELIJAH McCOY**



**VIOLA DESMOND**



**MAESHA BRUEGGERGOSMAN**





# #SWR | Still We Rise

A movement for change





# #SWR-Agents of Change





## ACDPN #SWR | AGENTS OF CHANGE







# THE TIME IS ALWAYS RIGHT TO DO WHAT IS RIGHT

- Dr. Martin Luther King Jr.





# Thank You!

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