

Community Outreach Toolkit

Toolkit Description:

UA provides programs with training and toolkits to connect people in the community to their programming as well as other needed resources. Participating programs receive toolkits consisting of bags, Christian outreach tracts, and printed materials about resources in the community. Programs may add information about their services to each bag so people in the community know about their services and the people they serve can connect more deeply to their program.

Connection: Connection occurs when a program links people to resources in the community. This PDO equips programs to more effectively connect people served to needed programming so their needs are more holistically met.

Toolkit Training:

UA provides training for program leaders and volunteers to equip them to connect the people they serve to resources in the community based on their needs. During this training, program leaders learn about the most commonly needed resources in the community, important information about accessing these resources, outreach best practices, and strategies for making referrals and engaging with people. Program leaders will receive an invitation to this training that may be shared with other program staff or volunteers. This training is encouraged for leaders receiving this toolkit for the first time.

Requesting a Toolkit or Additional Printed Materials:

To request a community outreach toolkit, complete the forms indicated below and email them to initiatives@urbanalliance.com.

Toolkit Forms:

- **Community Outreach Toolkit Agreement**
- **Community Outreach Toolkit Planning Form**



Community Outreach Toolkit Agreement

Purpose:

UA provides training, toolkits, and consultation to help programs connect the people they serve to further resources in the community based on their needs.

Program Leader Responsibilities:

- Be in good standing (i.e. participate in a learning community, submit monthly data and follow program development opportunity policies)
- Have at least one program leader read the booklet, *“Urban Alliance’s 5-C Framework: Connection”*
- Utilize toolkit materials to share helpful information and interact with the people you serve
- If for any reason your program decides not to utilize the toolkit, return all remaining toolkit materials and supplies to UA

Urban Alliance Responsibilities:

- Provide a set of 250 small outreach bags, copies of the *“Father’s Love Letter”* tract (English or Spanish), and Urban Alliance’s Central CT Resource Guide (English only)
- Offer training for program staff and volunteers on how to effectively communicate with people who have specific needs and connect them to community resources

Please complete a Toolkit Planning Form and attach it to this agreement.

By signing this agreement, your church/organization agrees to utilize the Community Outreach Toolkit according to the criteria outlined above.

Church/Organization: _____

Program: _____

Program Leader Name: _____

Program Leader Signature: _____ Date: _____

