

Getting Started with Community Outreach

Develop an idea

- Identifying and responding to community concerns.
- Determine the environmental needs in your neighborhood or community.
- Commitment to community engagement.
- Partner with community groups, nonprofits, businesses, employees and individuals. Partnerships should be intentionally reciprocal interactions in which both partners are equal, sharing in the rewards and challenges of the partnership.
- Involve your partners in establishing goals and strategies that meet both environmental, community and business needs.
- Inform the community of important environmental matters that affect it
- Contact members of your community and discuss environmental issues of concern.
- Select a project that is sensitive to the community's needs.

Document your project

- Send a mailing to surrounding neighbors and community announcing what you're doing.
- Hold a public meeting or open house to announce your project
- Develop promotional materials and advertise your project ahead of your event.
- Give presentations to your local chamber of commerce or to local associations highlighting your project.
- Develop a press release announcing your project in the local newspaper and other media outlets.
- Collect photos, awards, press releases and other media pieces and send out an email release or publish them in company newsletter, on Facebook, Twitter or your website.