

TRR Outreach suggestions:

Our outreach priority-people are based on TRR mission and the source of our grants/donated funds. These are:

- 1) Veterans with disabilities.
- 2) Veterans or active duty military.
- 3) Individuals in the community with disabilities.
- 4) Community first responders (police, fire, EMT, etc).

Get to know TRR taglines and phrases as well as our event schedule (hint: website).

Best method is talking directly with one of the above individuals and describing your experience. This might be with an eligible friend, VA therapist, transition counselor, disability support group or vet organizations like IAVA, WWP, VFW, DAV, American Legion, etc. Also, local community organizations like Rotary and Lions are often looking for a good cause to help. Look in your local phone book or community newspaper for ideas.

If you meet a member of a support organization, inform them that we would like to make a presentation at one of their meetings. Get the phone# or email of a leader and call directly –or- find out when they hold meetings, stop by and schmooze a bit to find out a name or contact. If you need help with a presentation, call me. I've done it many times and have a projector (my personal) to play a short TRR video.

Keep track of the people you meet that show interest in TRR by getting their email/phone#. Making a follow-up phone call is often necessary as individuals with disabilities sometimes need reassurance that they are welcome. This also goes for new or existing TRR people. Calling and checking-in is also outreach.

Trifold brochures cost our chapter about \$.35 each out of our donated funds. Business cards are cheap (about \$.04 each). I keep a supply of brochures and cards in my truck so I have them if an opportunity comes up. If you are not sure how useful a contact may be, give them your TRR card instead of a brochure.

You may meet people who are interested in making a donation, either personally or through their business or organization. Mail or give them one of the 2-page letters and add a personal note or cover letter.

Outreach mistakes:

- 1) Dumping piles of brochures or business cards in waiting rooms or public places “hoping” they’ll be picked up. The majority get tossed in the trash by the janitor or covered over by flyers from other groups .
- 2) Well meaning friends who say, “Yeah, give me all you got.” Most of which end up in a kitchen drawer or trash.

If you think a location, therapist or support group member/leader is a good bet, give them 4 or 5 brochures and business cards then... make a point of checking back with them in a couple of weeks and ask if they need more. Tell them about our TRR website and Facebook page where they can get more information and the schedule.

Volunteers:

Overall, we are good on volunteers. If you meet someone who is not one of our priority-people and wants to join as a volunteer, please refer them to me. When we are top-heavy on volunteers (more than vets or people with disabilities), it effects how our supporters (donors, paddling clubs, YMCA, etc) see us. I have to require every new person to contact me before coming to an event. For volunteers, they must be value-added (some existing skill or experience that will benefit the chapter).

No deadlines or pressure. Do it when you have time and can enjoy. The payoff is when you see someone that you recruited become involved and loving the sport as much as you do. **Thanks!**

Jim