

# LIFEWISE ACADEMY



## COMMUNITY OUTREACH STRATEGIES

Community awareness and engagement are crucial elements in launching and operating a successful LifeWise program. Awareness can be built through press releases, social media and newsletters. Engagement and relationship building often happen through live interaction at churches and community events.

As you plan your community outreach strategy, visit the [LifeWise Academy Storefront](#) to ensure you have all the supplies you will need. If you need custom materials for your event, submit a support ticket with your design request.

### Outreach Strategies and Ideas

- ◆ Participate in your local community's festivals, fairs, markets or other events. Remember to wear the LifeWise brand and promote your program.
  - ◇ Provide information for potential volunteers and donors
  - ◇ Give away promotional items
  - ◇ Host a game
  - ◇ Volunteer at events that need help supervising a kids' zone or game area
- ◆ Join a town or school parade
- ◆ Participate in trunk-or-treat and include small flyers or stickers with your candy
- ◆ Bring your LifeWise wrapped bus to a car show
- ◆ Participate in a school supply drive with LifeWise pencils or backpack tags
- ◆ Set up a table at your school's open house
- ◆ Represent LifeWise at parent-teacher conferences
  - ◇ Have an informational table and some good stories ready to share
  - ◇ Set up a LifeWise banner and bring promotional materials, permission slips and/or brochures
- ◆ Host an annual kick-off event at your LifeWise facility or a local park
  - ◇ Plan fun activities like face painting, outdoor games and a church band performance
- ◆ Set up an information table at a local concert
- ◆ Speak at local meetings
  - ◇ Pastors association meetings
  - ◇ City council, county commissioners, chamber of commerce
  - ◇ Clubs and organizations such as Kiwanis, VFW, Rotary Club, etc.

### Community Event Checklist

When setting up a booth at community events, prepare the following materials:

- Set up your table with a [tablecloth](#) and the [LifeWise Retractable Banner](#)
- Bring copies of the Character Ed and Parent [Bible Education Brochures](#)
- You may also consider bringing copies of the [Program Overview](#)