

# HELPFUL TOOLS FOR IMPROVING PARTNERSHIPS AND CONDUCTING OUTREACH AND ENROLLMENT



## Improve Partnerships: Process Mapping

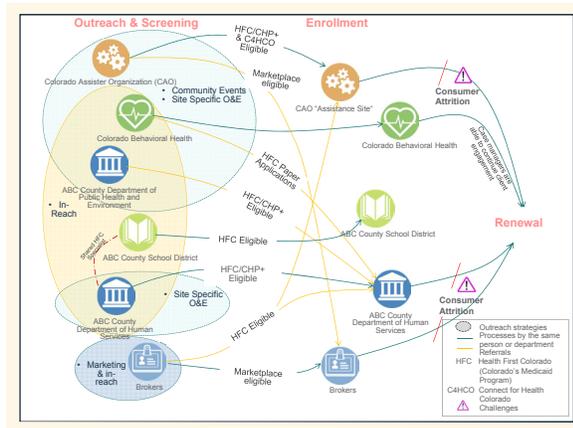
**Step 1:** Bring key community partners and stakeholders to the table

**Step 2:** Describe each partner's and stakeholder's outreach and enrollment (O&E) work in relation to the client experience

For example:

- How does a client come to an organization?
- Where in the O&E process is the client plugged in?
- Is the client "handed off" or referred to another organization?

**Step 3:** Visually clarify connections about how partners and stakeholders are or are not working together.



## Improve Partner Communication: Learning Platform

Use of a learning platform enhances the work of any collaboration. It allows for discussion, resource sharing, and timely information on training and events.

### Learning platform defined:

A learning platform is a private online service which allows partners to share information with each other, similar to a listserv, and provides a space to save conversations, resources, information, and tools to support and enhance knowledge delivery and project management.

## BASECAMP

The O&E Learning Collaborative used Basecamp as their learning platform. They offer discounted rates to nonprofits.

Visit [www.basecamp.com](http://www.basecamp.com) for more information.

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## KEY PARTNERS

For the learning collaborative participants, having partners in the room for process mapping led to

- Real-time problem-solving
- Strategizing
- ID of client attrition points
- ID of challenges
- ID of missing partners



Colorado Covering Kids and Families

[ckf.cchn.org](http://ckf.cchn.org)

harder + co | community research

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The Colorado Health Foundation™

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Learning platform tools utilized by the O&E Learning Collaborative:

- **Discussions section:** Used to discuss important topics, ask questions, and share resources.
- **Files section:** Used as a resource library to capture resources for and materials created by learning collaborative participants.
- **Calendar:** Used to announce upcoming trainings and events.

## Improve Outreach and Enrollment: Media Campaigns and General Advertising

### KEEP IN MIND...

Studies have shown that people need to hear your message multiple times before they will decide to act on it.

#### USE SOCIAL MEDIA

- **Why:** Reach a large audience at a cost-effective price
- **Types:** Facebook and Twitter



See **page 38** of the full report for an example of the effective use of Facebook.

#### USE TRADITIONAL MEDIA

- **Why:** Still important for reaching a broad audience, especially in rural areas
- **Types:**
  - Radio: public service announcements (PSAs), ads, and interviews by local stations

*TIP: Have a guest with you on the interview from the target population you are trying to reach to tell their story*

- Television: ads and news interviews
- Newspaper: PSAs, inserts, and ads

*TIP: Run ads only a couple of days before an event*

#### GENERAL ADVERTISING

- Advertise on buses, bus shelters, and benches in areas where your target population is located
- Call, email, or text previous clients about O&E events
- Hang banners and/or posters at partner organization locations for O&E events

Share advertising costs by co-branding with partners.



#### POPULATION-SPECIFIC ADVERTISING BEST PRACTICES

- Spanish-speaking: Spanish-language radio and Spanish-language newspapers
- Young invincibles: Social media

Advertise in alternative language community newspapers of target populations you are trying to reach.

### OTHER TOOLS ADDRESSED IN THE REPORT

- |   |   |                       |
|---|---|-----------------------|
| • Business cell phone   | • Efficiency                            | • O&E process mapping |
| • Connect for Health Colorado's Quick Cost and Plan Finder Tool | • Learning platform                     | • Reminders           |
|   | • Media campaigns & general advertising | • Wi-Fi data cards    |

The report, *Promising Practices in Outreach and Enrollment: Lessons Learned from Colorado's Outreach and Enrollment Learning Collaborative*, showcases the most promising O&E practices in Colorado for communities wishing to begin their own O&E program for health coverage, or to serve as inspiration for those who are already doing this work to try new approaches. It was compiled by Colorado Covering Kids and Families based on the work of the 10 participants of the Colorado Health Foundation's Community Approach to O&E funding opportunity. Visit here to view the full report: <http://ckf.cchn.org/promising-practices/>.