

# How To Outreach

First Impressions by SLYE Network



## Know your audience

What do youth at this school or event interested in? Prepare for them



## Draw them in

Your display should be colourful, have games, prizes, media and stand out



## Be present

Introduce yourself, use names, make eye contact and smile



## Interrupt their path

Don't wait for them to come to you - GO TO THEM



## Be direct

Tell them what you offer, ex: "Looking for a job?"



## Ask questions

Feel them out by having conversation



## Mini-Exposure

Give a sample of your program right there



## Facilitate groups

Get everyone's attention, be present and prioritize conversations



## Get their email and follow up

Timing is key: same day, or before opportunity begins

