

FOLLOW-UP

Monitor the growth, see the re-sults. Follow ups that provide meaningful data, and market-able stories.

Potential Barriers

- People-power to make phone calls and packing mail surveys
- Sponsors for postage cost
- Data-analysis of results gathered

V5 Phone Call and Mail Surveys

S.A.S.E. check in mailers, volunteer calls with specific set of questions to evaluate follow up on perceived benefits and effectiveness of system. Survey also includes how the elder heard about the program and their path into LBFE.

CONNECTION

Connect individuals, and create opportunities for single-session volunteers as each one has the potential to identify new prospective elders or volunteers.

Potential Barriers

- Who's going to plan the events?
- Limited peer network for elders
- Training and orientation for volun-teers to identify key takeaways from elder meet ups
- Organization of transportation
- How events are framed, whos invited, whats the subject, what will we do to make sure people are interacting
- How are we measuring the sucess of those meetings

V4 Handwritten

Campaign by volunteers, or current friends of elders, to handwrite cards that would be sent to identified individ-uals from previous efforts and elder-peer network.

V2 Elder Outreach

Initiate elders within the community to reach out to friends, acquaintances, share stories with others to create trust and raise awareness of the service.

V3 More, Low cost

Increasing the number of lower cost meals and meet ups instead of big holiday meals. Identify key partners to host, sponsor, provide volunteers.

AWARENESS

Using the solid root system thats already in place to launch a multipronged approach to change the way we reach out.

Potential Barriers

- Resistance from Community Leaders and Local Professionals
- Apathy on behalf of corporate partners
- Funds to print flyers, newsletters, signs
- Person-power to update website and create and post social media
- People's aversion to provide others or their own personal info

V1 Event Signage

Create signage for events that not only invites elderly people but asks individuals within the community to help spread the message by asking a neighbor, etc.

P1 Pamphlet Canvas

Approach partners, neigh-borhood champions, local professionals and ask them to share pamphlet informa-tion with at risk individuals and staff.

C1 Corporate Power

Ask corporation partners for individuals who would like to volunteer on a single-session basis to promote the mes-sage. Potential to switch some volunteers to full time friends.

E1 Social Campaign

Identify partners and specific hashtags around specific mes-sage of ending loneliness and empowering the elderly to feel useful once more.

