FOLLOW-UP

Monitor the growth, see the results. Follow ups that provide meaningful data, and marketable stories.

Potential Barriers

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

vs 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

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 volunteers 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
- How are we measuring the sucess of those meetings

AWARENESS

Using the solid root system

a multipronged approach to

change the way we reach out.

thats already in place to launch

V4 Handwritten

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



V2 Elder Outreach

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



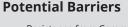
V3 More, Low cost

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



C1 Corporate Power

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



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

P1 Pamphlet Canvas

Approach partners, neighborhood champions, local professionals and ask them to share pamphlet information with at risk individuals and staff.

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.



E1 Social Campaign

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

Corporate Partners

AARP, Allianz, BR inc., BlueCross BlueShield, Brave New Workshop, etc.

Community Leaders

Spiritual Leaders, Community Center Staff, Neighborhood

Local Professionals

