

# *Effective Outreach For Rural Areas*

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TARP Center for Independent Living, Paris, TN

# T.A.R.P.-CENTER FOR INDEPENDENT LIVING

EXIT ONLY

T.A.R.P.  
CENTER FOR  
INDEPENDENT  
LIVING









# What is Outreach?

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*Noun: An organization's involvement with or activity in the community.*

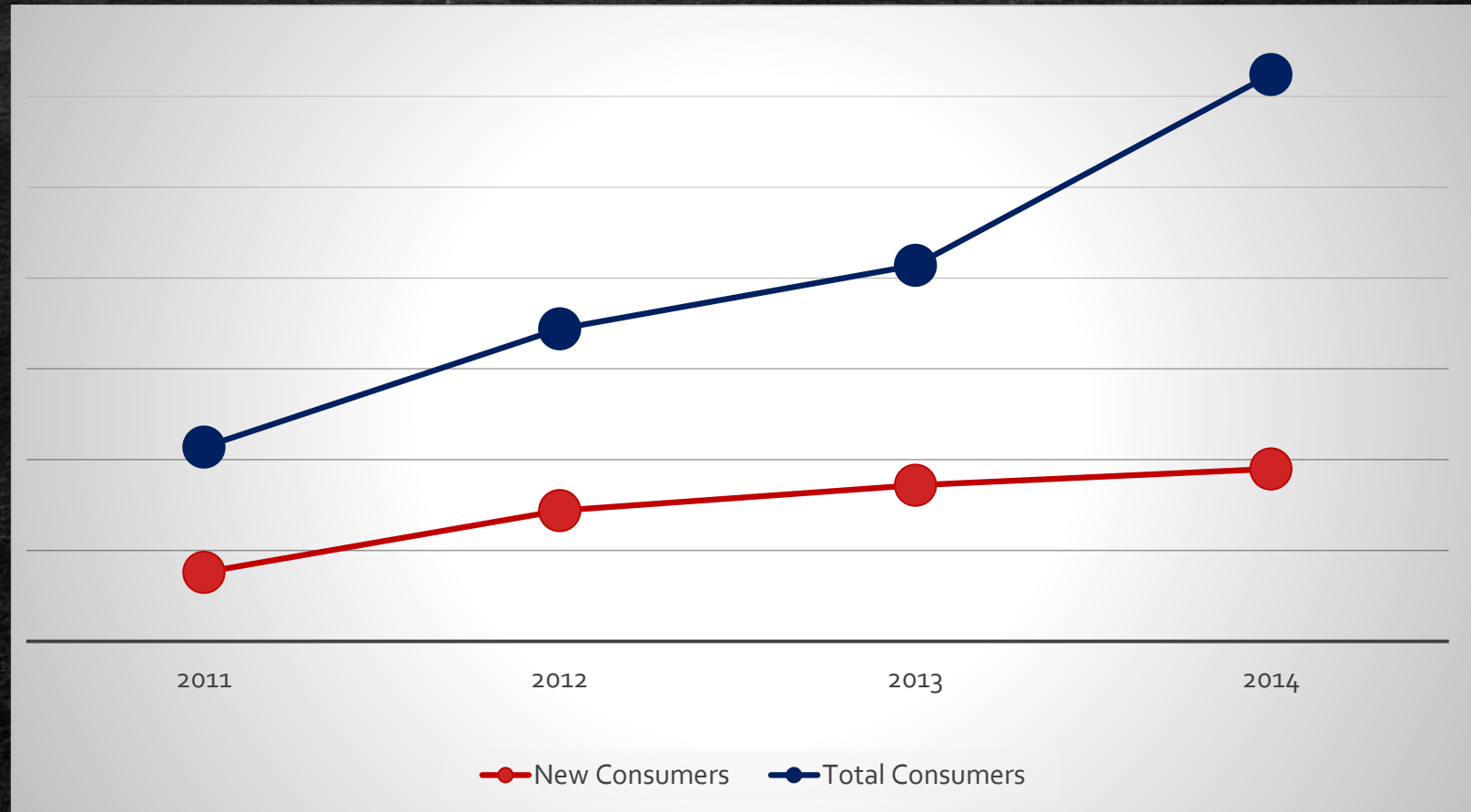
*Why is outreach important?*

*Why is outreach important?*

- *Increase consumer base*



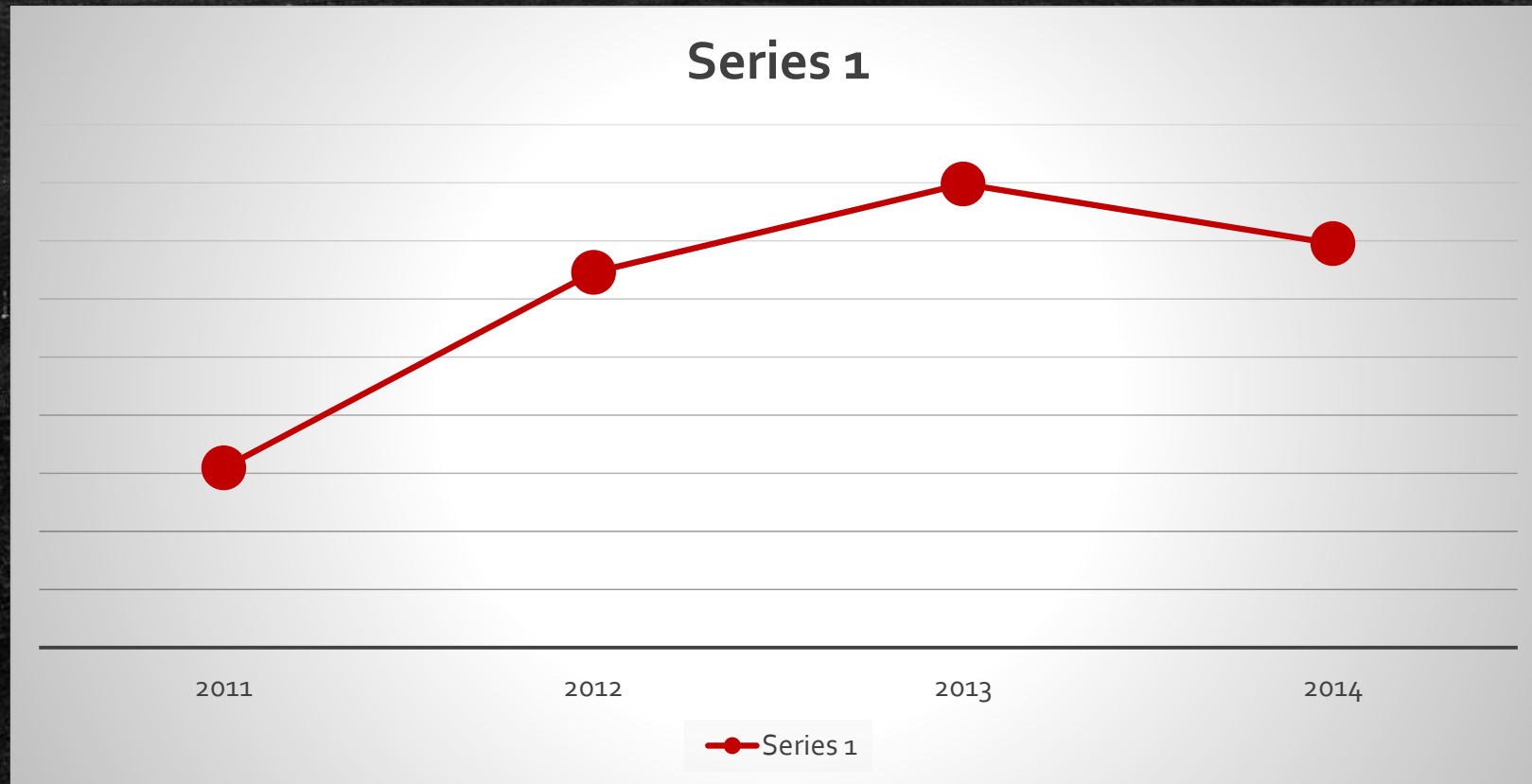
# Consumer Increase 2011-2014



*Why is outreach important?*

- *Can bring in additional funds*

# Contribution increase from 2011-2014



*Why is outreach important?*

- *Consistent outreach keeps you known in the community*

*How can your CLL become more effective?*

# Tools for Effective Outreach

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- *Commitment*

# Commitment

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It takes time and energy to effectively reach a community

# Commitment

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*Continuity is important in building relationships in a community*



# Commitment

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Outreach is a long-term  
commitment

# Commitment

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*Outreach is not just Monday-Friday  
during business hours.*

# Commitment

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- *Outreach is not just Monday-Friday during business hours*

# Tools for Effective Outreach

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- Support

# Support

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*Outreach is a team effort!*

# Support

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*You have to have the support of others in your organization.*

# Support

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Effective outreach means that sometimes you will have to be out of the office in order to be where the people are.

# *Tools for Effective Outreach*

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- *Knowledge of the community*



# Knowledge of the Community

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How do you get to know the communities you serve?

# Knowledge of the Community

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- Chamber of Commerce

# Knowledge of the Community

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- *Be involved in other local organizations*



# Knowledge of the Community

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- Community Action/Advisory Boards

*There are many different  
types of outreach.*

# Some Types of Outreach

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- Health Fairs

# Health Fairs

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Find where they are in your area  
or host one for your community





# Some Types of Outreach

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- Open House Events

# Have an Open House

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Introduce your organization to the  
community

# CHRISTMAS OPEN HOUSE

**T.A.R.P.**<sup>INC.</sup>  
CENTER FOR  
INDEPENDENT  
LIVING





# Some Types of Outreach

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- Fundraisers

# Fundraisers

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- Can be big or small
- Offers an opportunity to tell people what you do
  - May not yield much at first





# Some Types of Outreach

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- Community Events

# Community Events

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- County Fairs



2011  
HENRY COUNTY FAIR  
COMMERCIAL BOOTH  
EXHIBITOR

It's Time For  
FAIR  
Housing  
Opportunity  
Employment



TARP CENTER FOR INDEPENDENT LIVING

# Community Events

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- Festivals





# Community Events

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- *Parades*



**T.A.R.P. EQUALS INDEPENDENCE**





Just People

just people...

T.A.R.P. Center for Independent Living  
TARP stands for: Transparency, Referral, and Support

SALE







# Some Types of Outreach

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- Social Networking

*Social Networking  
Opportunities*

# *Social Networking*

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- *Facebook*
- *Linked-in*
- *Website*

# Facebook

**T.A.R.P. Center for Independent Living**  
Non-Profit Organization

**THIS WEEK**

- 6 Page Likes
- 1,004 Post Reach
- UNREAD
- 0 Notifications
- 1 Message

**177 likes**

**Promote Your Page**  
Connect with more of the people who matter to you.

**Promote Page**

**Recent**

- 2014
- 2013
- 2012
- Founded

**Status** **Photo / Video** **Offer, Event +**

What have you been up to?

**T.A.R.P. Center for Independent Living**  
Posted by Jennifer Barker [?] · 2 minutes ago near Paris, TN

You will have 2 chances to win a Kindle Fire HD at Saturday's ADA Event at



# Facebook

The image shows a screenshot of a Facebook page for the T.A.R.P. Center for Independent Living. The page layout includes a top navigation bar with the Facebook logo, a search bar, and the page name. Below the navigation bar, there are tabs for 'Timeline' and 'Recent'. The main content area is divided into several sections:

- Status:** A text input field with the placeholder "What have you been up to?".
- Post:** A post from the T.A.R.P. Center for Independent Living, dated September 21, with the caption "Fun at the fair!" and a photo of a carousel.
- Recent Posts by Others:** A section containing five posts from other users, including Matt Wermer and Zora Adams. This section is circled in red.
- Likes:** A list of users who liked the post, including "Association of Programs for Rural Independent Living Organization" and "Aspire To Recycle Everyday Community".
- Right Sidebar:** Contains a "Build Your Audience" button, a "Recent" section with years (2013, 2012) and "Founded", and an advertisement for the T.A.R.P. Center for Independent Living.

# Facebook

facebook Search for people, places and things T.A.R.P. Center for Independ... Home

T.A.R.P. Center for Indepe... Timeline Recent

53 people saw this post

**T.A.R.P. Center for Independent Living**  
September 12

Jen and Marianne will be very busy next week! Tuesday in Erin for the Houston County CAB meeting, Thursday in Dickson for the Dickson County CAB Meeting, and then back to Erin on Saturday for the Houston County fair! I'm already exhausted just thinking about it! TARP is a part of your community!

Unlike · Comment · Share

T.A.R.P. Center for Independent Living, Holly Morgan Smith, Laurie Cooke, Matt Wermer and 8 others like this.

Write a comment...

**Denise Wardle** whew...busy girls...don't forget...have a bit of fun!  
Unlike · Reply · 1 · September 12 at 5:55pm via mobile

74 people saw this post Boost Post

**T.A.R.P. Center for Independent Living**  
September 6 via mobile

Jen and Marianne are heading out to Martin for two full days at the Soybean Festival. We will be giving out JUST PEOPLE coloring books to all the kiddos!

**T.A.R.P. Center for Independent Living**  
September 18

TARP will be there to give information to parents in Weakley County Saturday September the 28th.

**STEP RIGHT UP AND JOIN US FOR A CARNIVAL**  
*For children with special needs*  
SEPTEMBER 28, 2019  
3:00 P.M. TO 5:00 P.M.  
SHEPHERD'S FIELD LAWN  
500 FOLLER RD. MARTIN, TN 38237

Like · Comment · Share 1

Matt Wermer, Holly Morgan Smith and Aspire To Top Comments

**Build Your Audience**

**Recent**

- 2013
- 2012
- Founded

**See Your Ad Here**

**T.A.R.P. Center for Independent Living**

TARP is a 501(c)3 non-profit organization that covers 8 Northwest and North Middle Tennessee counties...

Like · T.A.R.P. Center for Independent Living likes this.

**Build Your Audience**

# LinkedIn

The screenshot shows a LinkedIn profile for Jennifer Barker. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and navigation links for Home, Profile, Network, Jobs, and Interests. A blue banner at the top of the profile area reads: "Your connections John and Bob have endorsed you for new skills and expertise!". Below this banner, there are two skill tags: "Public Relations" and "Teaching". A yellow "Add to profile" button and a grey "Skip" button are visible, along with a link to "See endorsements".

The profile header for Jennifer Barker includes her name, title "Outreach Coordinator at TARP Center for Independent Living", location "Paris, Tennessee", and industry "Individual & Family Services". Her current employer is listed as "T.A.R.P., INC" and her previous employer as "Self". There is an "Edit" button and a "38 connections" indicator.

Below the profile information is a URL: [www.linkedin.com/pub/jennifer-barker/56/236/989/](http://www.linkedin.com/pub/jennifer-barker/56/236/989/) and a "Contact info" button.

The "Activity" section is partially visible at the bottom, showing a "Share an update" input field.

On the right side of the page, there is a "Add Connections" sidebar. It includes a section "Invite your contacts" with the text "Quickly find people you may know by searching your email contacts:". Below this are four icons for email providers: Gmail, Yahoo, Hotmail, and Other.

Below the "Add Connections" sidebar, there is a profile snippet for Leah Carreon, 2nd degree connection, with the text "Communications at Faith Assembly Church" and a "Connect" button with a count of 5.

At the bottom of the sidebar, there is an advertisement for Panera Bread with the text "Catering made easy." and an "Order Now" button. Below the ad is a section titled "Who's Viewed Your Profile" with a count of 1 and the text "Your profile has been viewed by 1 person in the past 90 days".

# Website

The screenshot shows a web browser window with the URL [www.tarp1.org](http://www.tarp1.org). The page features a blue navigation bar with links: Home, About Us, Donations, Services, Photos, Newsletter, Important Notices, and Contact Us. A left sidebar titled "Main Navigation" contains the same links. The main content area includes a photograph of the T.A.R.P. building, a logo with the text "T.A.R.P. Center for Independent Living" and "TARP stands for: Training, Advocacy, Referral, Peer Support", and a list of services: Training, Advocacy, Referral, and Peer Support. Below this is a section titled "What is Independent Living?" with a brief description of the philosophy.

T.A.R.P. - Center for Independent Living

Center for Independent Living

TARP stands for: Training, Advocacy, Referral, Peer Support

Home About Us Donations Services Photos Newsletter Important Notices Contact Us

Main Navigation

Home  
About Us  
Donations  
Services  
Photos  
Newsletter  
Important Notices  
Contact Us

T.A.R.P. - Center for Independent Living

T.A.R.P. Center for Independent Living

TARP Stands for:

- » Training
- » Advocacy
- » Referral
- » Peer Support


What is Independent Living?


Independent Living is a philosophy and a movement of everyday people with disabilities working toward the goals of self-determination, equal opportunity, equal access, and inclusion in community life.


# Website


T.A.R.P. - Center for Indep x  
www.tar1.org/contactus.htm

## Staff Information

  
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# Website

T.A.R.P. - Center for Indep x

www.tar1.org/donations.htm

**T.A.R.P.**   
*Center for Independent Living*  
TARP stands for: Training, Advocacy, Referral, Peer Support

Home About Us Donations Services Photos Newsletter Important Notices Contact Us


**Main Navigation**

- Home
- About Us
- Donations
- Services
- Photos
- Newsletter
- Important Notices
- Contact Us

**How to Donate to T.A.R.P. securely!**

T.A.R.P. has a secure online payment gateway setup through PayPal. This will allow the use of all major credit cards to be processed securely through PayPal. Your charitable donation is tax deductible! Please use the following link to get started **SECURELY** today:

[Donate](#)



**Donate via Check or Money Order:**

If needed, you may prefer to make a donation to **T.A.R.P.** by mailing a check to the following address:

**TARP, Inc.**  
1027 Mineral Wells Ave. Suite 3  
Paris, TN 38242

All donations are *greatly* appreciated! These charitable donations are tax deductible.

**Our Funding Sources:**

- >> U.S. Department of Education Rehabilitation Services Administration
- >> State of Tennessee Department of Human Services
- >> Donations from you!

If you have any issues donating, or would like to volunteer, please contact **T.A.R.P.** at **731-644-0026!**

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Maintenance by: [Chris Coleman](#)

*You can contact us at*

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*if you have any questions or if we  
can be of further assistance to you.*