How to Hold a Successful Outreach Event

Kate Doehring, National Regional Field Director | August 2014
Successful implementation of ACA requires all-out effort by government, not-for-profits, insurers, hospitals, community health centers, health providers, and others.
Agenda

I. Define Outreach Events
II. Review Types of Events
III. Steps to Organize an Outreach Event
IV. What can you do right now?
DEFINING OUTREACH EVENTS
What is an “Outreach Event”?

Places where we can meet and interact with consumers.

Goal: eventually motivate consumers to enroll in health insurance.
What types of events are there?

- High Traffic Events
- Community Events
- Organization’s Events/Mtgs
- Door-to-Door Events
*Pro Tip*

Look at a community calendar for events that are already being planned. Festivals, markets, and concerts all make great tabling opportunities!
Are there types of events that reach specific communities?

- **Latinos**
  - Community Centers
  - Spanish-speaking media

- **African Americans**
  - Faith-based events
  - Constituency specific media

- **Young Americans**
  - Trade schools, community colleges, jobs agencies
  - Retail

- **Rural Populations**
  - Building Community Relationships
  - Empowering Local Leaders
There is a NEW way to get AFFORDABLE, QUALITY health coverage.

- Free In-person assistance is available
- Essential health benefits are covered
- Doesn’t matter if you have a preexisting conditions
- Financial help is available
- No fine print
Steps to Hold a Successful Outreach Event

**Step 1:**
[1-2 Weeks Out]
- Pick location or event type
- Confirm logistical concerns

**Step 2:**
[1 Week Out]
- Recruit some help! Vols? Partners?
- Call and email potential participants

**Step 3:**
[4 Days Out]
- Create and Print your materials
- Flyers, eye-catching signs, etc.

**Step 4:**
[2 Days Out]
- Confirm your participants with a phone call, follow up with an email.

**Step 5:**
[1 Day Out]
- Confirm anyone you couldn’t reach earlier.
- Final materials prep.
- (Optional) Huddle your team!

**Step 6:**
- Have a successful event!

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SUMMER MONTHS: WHAT CAN YOU DO RIGHT NOW?
100 Days till November 15th!

100 Days of opportunity......
Things to work on now

- Medicaid Expansion
- Special Enrollment
- “List Building” or ways to gather consumer information so that fall appointments can start being scheduled for open enrollment
Tools to help

**Calculator**

**Locator**

**www.getcoveredamerica.org/calculator**

**www.getcoveredamerica.org/locator**
Helpful Resources

Rural Outreach
http://www.enrollamerica.org/blog/2013/11/relationships-are-key-to-rural-enrollment/

Engaging Ethnic Media