



Enrollment Outreach

2021

Outreach....in a pandemic

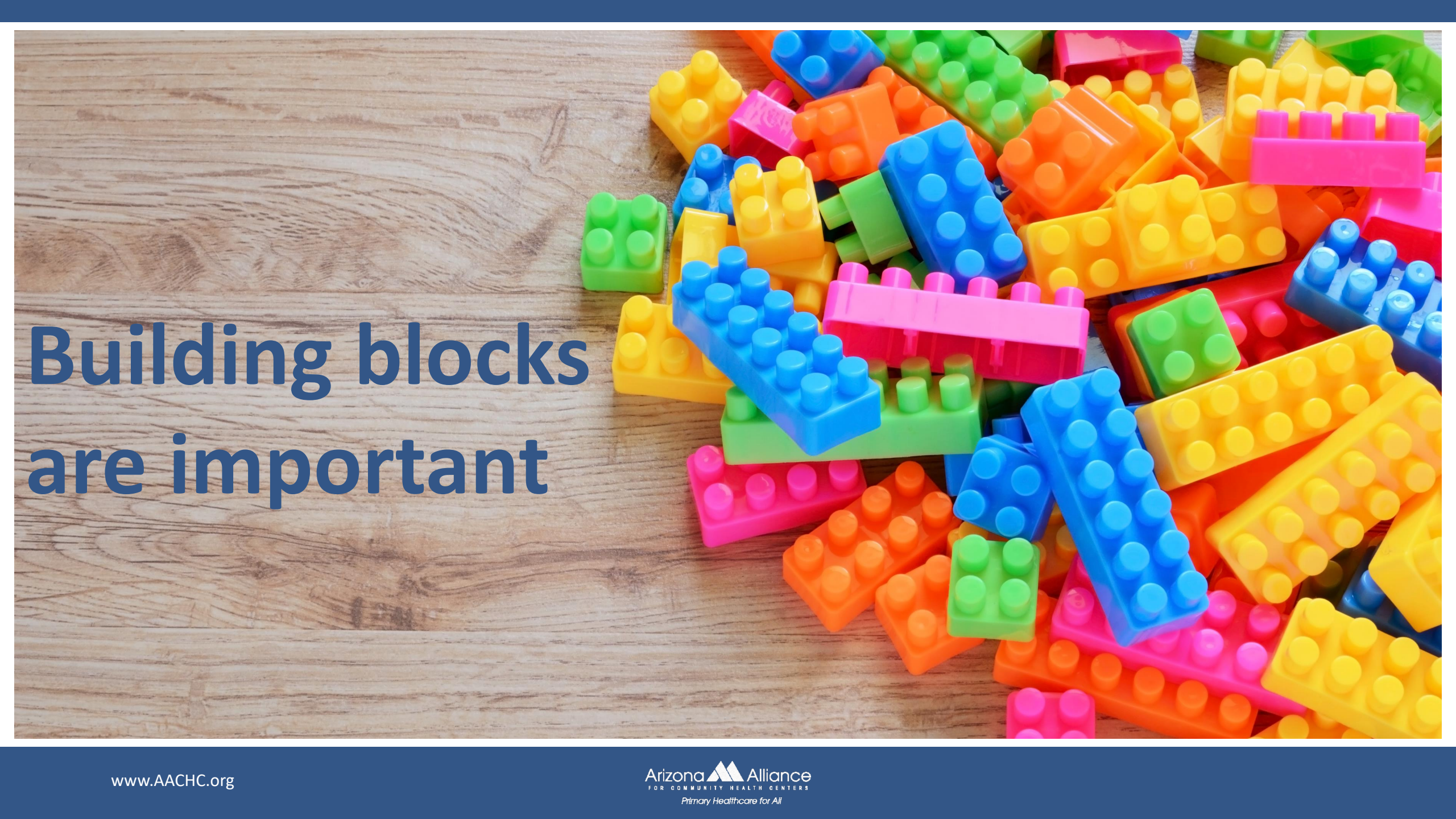


The Ground Game



Pandemic Pivot

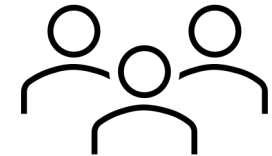




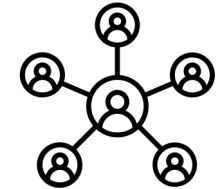
Building blocks are important

Outreach Planning

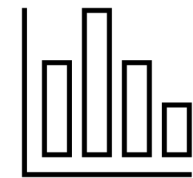
Look at your resources



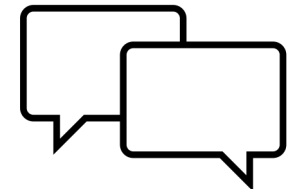
Who are you targeting



Data mining



Develop messaging to target audience



Outreach Strategy Example

Resource:

- 1 FTE who will dedicate 4 hours a week towards outreach

Target:

- Families and children with lower income within Maricopa County

Data Mining:

- Department of Education website . Review schools who participate in Free and Reduced lunches within Maricopa County.

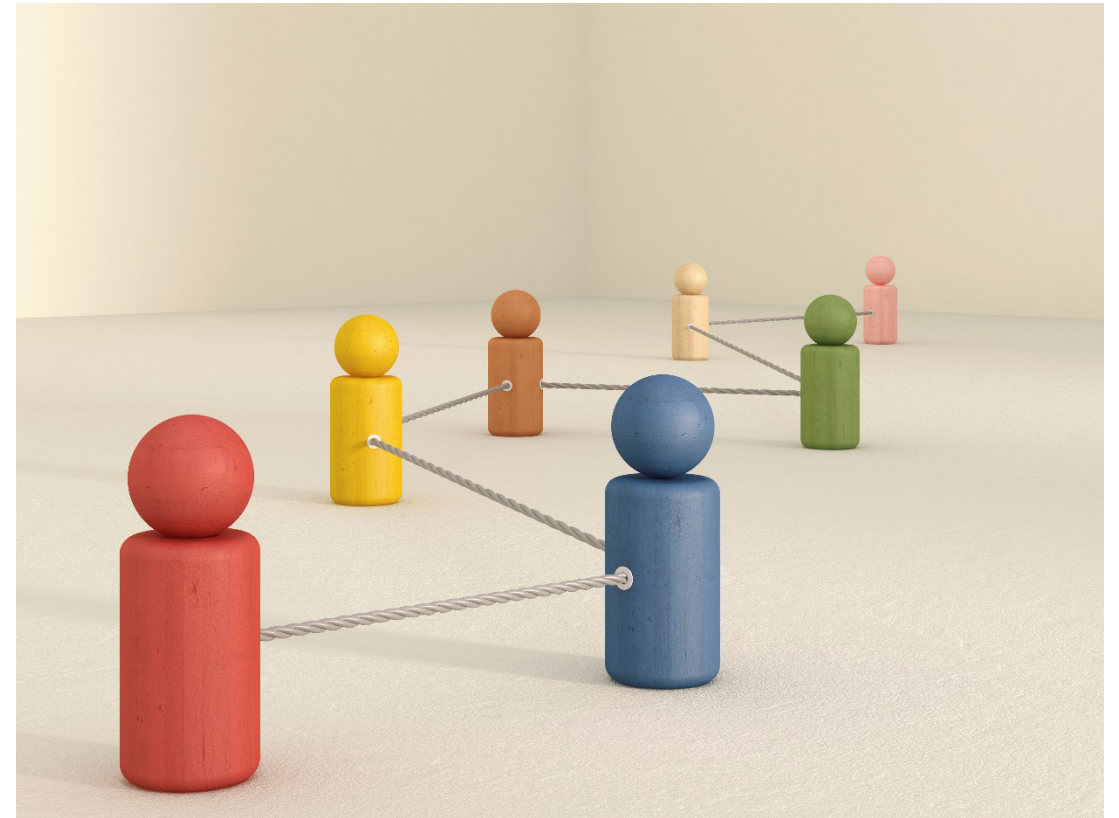
Messaging:

- Develop a sample email template to school nurses introducing yourself and how you want to connect children to healthcare.

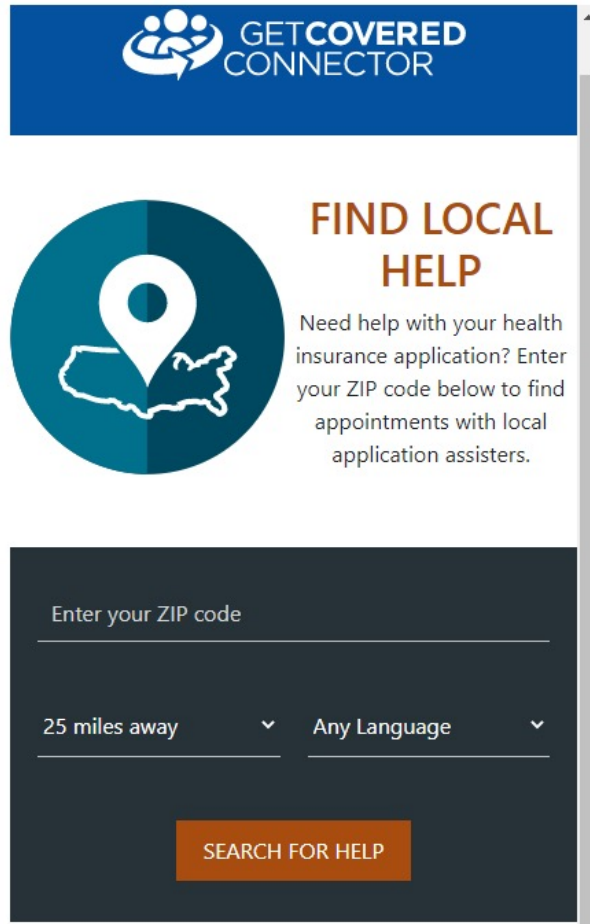


Keep the momentum going

- Outreach is a long game
- Stay organized
- It is not one and done!
- Consistent communication is key
- You are building relationships
- Find the champions



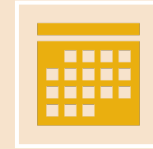
Help the community find YOU



The screenshot shows the 'GET COVERED CONNECTOR' header. Below it is a section titled 'FIND LOCAL HELP' with a circular icon containing a location pin over a map of Arizona. The text reads: 'Need help with your health insurance application? Enter your ZIP code below to find appointments with local application assisters.' Below this is a form with a text input field labeled 'Enter your ZIP code'. Underneath the input field are two dropdown menus: '25 miles away' and 'Any Language'. At the bottom of the form is an orange button labeled 'SEARCH FOR HELP'.



Post appointments on the Connector



Close-out appointments



Contact Meryl Deles
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Up Next: Local Perspective

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