

# MEMORY CAFÉ PERCOLATOR



## Outreach subcommittee

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### **FREE outreach ideas:**

- Posting on PATCH websites
- Press releases to local newspapers
- Announcements to The Shopper (unique publication for Lexington/Woburn/Arlington, etc. area); other similar publications might include Action Unlimited for Metrowest region, etc.
- Posting flyers at local senior centers, libraries, banks, town halls, etc.
- Email announcements to all contacts
- Social media postings
- Announcements (or being interviewed) on local cable channel or radio station about the Memory Café; ask editor of local paper if you can submit a story
- Outreach phone calls (to local businesses, elder care organizations, town social workers, etc.)
- Alzheimer's Association - possible mailing to support group leaders
- Targeted visits to providers
- Encourage participants to invite friends and tell their MDs; give out or mail extra flyers
- Make sure your café is on [www.jfcsboston.org/MemoryCafeDirectory](http://www.jfcsboston.org/MemoryCafeDirectory) . Post network flyers as well as your own café flyers. Statewide or regional referral sources may only refer if they have the whole directory to work with, rather than individual café flyers and information.

### **Paid options:**

- Advertisements in newspapers and online, Seniors Blue Book, senior center newsletters, other publications
- E-newsletter (e.g., Constant Contact)
- Post information on organization's website (may be a relatively small internal expense)