



## The Basics of Outreach

### Queries for outreach:

- ☐ How do you let others know that your faith influences your discernment, your decision-making, your parenting style, your work choices, your schedule, and other pieces of life?
- ☐ How do you describe your spiritual life to friends and family? How do you describe your spiritual life to co-workers and those you are less close to?
- ☐ Are there individuals in your life who might connect to Quakers, but have not yet been introduced?
- ☐ Think about your Elevator Speech? Can you convey what you have found in Friends in 90 seconds or less?

### Logistical queries for outreach:

- ☐ When you do an outreach event or post publicly about your faith community, do you consider what demographics of individuals are most likely to see this outreach or publicity? (For instance, are there separate newspapers for each neighborhood or town near you, and are the demographics of these neighborhoods/towns different from one another? Do you consider which ones to post in?)
- ☐ If you post in print to advertise or market your Friends meeting, do you also post online (on Facebook, MeetUp, etc)?
- ☐ If you attend an event that is related to the Friends testimonies (such as a peace vigil), are you identifiable as a Quaker or as related to your Friends meeting?
- ☐ If you communicate to attenders/members about an event related to the meeting, do you also let people in the region know about it? How do you communicate with those that might be interested?

### The basics of outreach -- stuff

- ☐ Website and web presence
- ☐ Materials with information about your worship service (date & time, location, casual dress)
- ☐ Materials with information about special events (potlucks open to Seekers, visiting Friends speaking about specific issues, etc) with basic information about your meeting or Quakerism
- ☐ Hosting events that Seekers would be interested in (Quakerism 101, small group discussions, Spa for the Soul, etc)
- ☐ Hosting events that community members would be interested in (related to community organizations, local or national politics, Parenting for Peace, Family Films on Racial Justice, Friends testimonies at work in the world, activism, etc)

### The basics of outreach -- relationships

- ☐ Materials with information about your worship service posted at nearby colleges, schools, preschools, daycares, nonprofits, coffee shops, etc





NEW ENGLAND  
YEARLY MEETING  
OF FRIENDS  
QUAKERS

- ☐ Materials with information about special events posted at nearby colleges, schools, preschools, daycares, nonprofits, coffee shops, etc AND at event-specific related locations
- ☐ If you're hosting an event around a specific topic, letting other faith communities know about the event
- ☐ Hosting events for specific age-groups at the meetinghouse, so that people can bring friends, colleagues, family members, etc. (ie a young adult potluck; dinner and a movie for families with children age 0-5; etc)
- ☐ Hosting a newcomers event regularly (once or twice yearly) so newcomers can ask questions of longer-time attenders/members
- ☐ Host some "low threshold" events like film nights or fellowship gatherings to give prospective Friends a chance to size up Quakerism and your local meeting without jumping right into Meeting for Worship



We welcome you to share this resource with those who would find it useful. Please distribute it freely, and let others know it was produced by New England Yearly Meeting (NEYM).