



JUNE 2019



Different Mindset = Different Results!

DEAR OUTREACH ADVOCATES,

There's nothing like an office relocation, followed by a 40th anniversary milestone to make you reflect on the past and look towards the future! Although we continually evaluate our impact every year at HQ, we've stepped things up considerably this year. By 2021, we've set a goal to increase our annual net revenue to allow us to expand our work and increase the number of empowered people and beneficiaries by 30%.

Achieving this goal is a serious challenge, requiring headquarters and field staff alike to quantify and measure our accomplishments, find areas where we can reduce our expenses and increase our revenues, reflect on new areas to explore and expand our mission, and plot the steps we need to take to turn plans into goals, and goals into success. We must be smarter than ever before about how we grow our donor base, and ensure all funding is employed to generate and nurture maximum good. This level of consideration means that even though we're trying new things, we're mitigating unknowns through research, planning and accountability. It's so exciting to explore different avenues; it's the best way we know to build on our current understanding and reach someplace new.

As Outreach advocates, reaching out to others to help make the goal of permanently ending chronic poverty a reality, you are a vital extension of our team. What are one or

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VOLUNTEER ATTENDEES LEAD THE CHARGE!

INFORMATION, QUESTIONS, INSIGHTS, BRAINSTORMING AND COMMITMENT to formulating key results were all present at the Volunteer Network Conference held in Independence, MO this April. Attendees shared how long they had been Outreach advocates, and detailed how their group contributes to furthering our work in different areas of the world. This was especially moving for Augustin, director of the Haiti schools, and facilitator Rashmi from India, who shared stories of the work made possible in their home countries, thanks to your support.

As part of the workshop, attendees were challenged to think about what they were doing differently; to stretch beyond their current efforts through brainstorming and consideration of other advocates' insights. Here are a handful of the exciting ideas that they generated and plan to implement in their respective networks:

- Initiating conversations about funding OI projects or reviving a former project commitment
- Identifying people with corporate connections about doing a corporate sponsorship
- Reach out to schools, after-school programs, Scouts and other youth groups to share OI materials and encourage group fundraisers as community service projects
- Finding new, effective ways to articulate and advocate the elements that makes OI's work unique
- Representing OI at community organizations and clubs to encourage them to support our work

WHAT CAN YOU DO TO HELP US REACH OUR SHARED GOALS? I encourage you to stretch along with us and evaluate your progress at the end of the year to share your experiences. I have confidence that if we work together, we will reach whatever goals we set! Included in this newsletter is a 6-month Idea Sheet, with a spreadsheet on the reverse side to plan and track your progress.



RECENT Q & A's

Some of these came up as questions from the Volunteer Conference:

Q: What are the recent stats on the Haiti schools?

A: There are 5,591 students in 61 Outreach International-supported schools, with 17 feeding programs. Augustin, the school director attending the conference, shared that he was happy to see children stay in school through graduation, then go on to higher education and better careers as a result of your generosity.

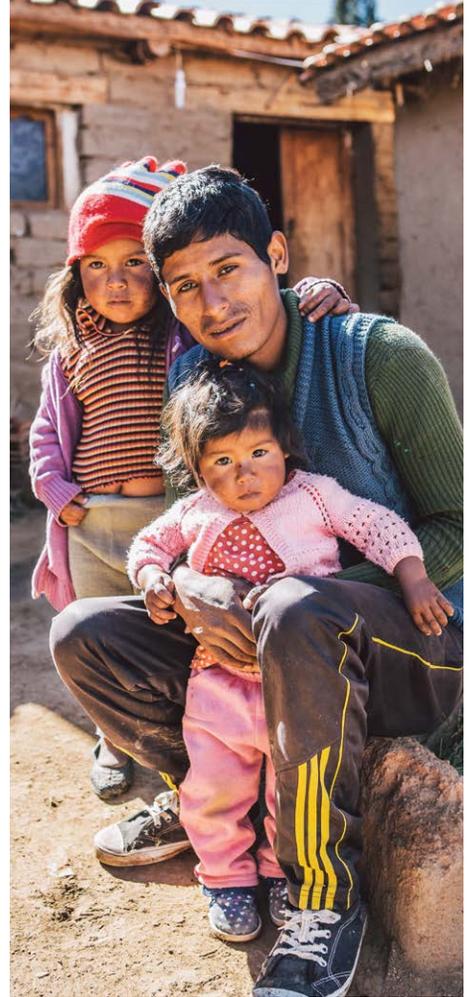
Q: How much money comes in online vs offline?

A: As of the 3rd quarter of FY18, we generated \$353,576 in online gifts, and \$2,925,884 in offline gifts. Online gifts inch higher during the holiday season, but offline gifts still represent the majority of donor contributions.

ENGAGING YOUNG PROFESSIONALS

ONE OF THE TOPICS COVERED at the Volunteer Network Conference was the need to mentor young people and entice young professionals to take up the spirit of volunteerism and continue this work into the next generation of world-changers. Here are five tips on how to spark the passion and keep the interest of new volunteers from blogger Callie Walker at blog.memberclicks.com/author/callie-walker:

1. Emphasize and communicate the “why” when promoting your volunteer opportunities – let them know how that will impact communities around the world.
2. Match them with others their age – create opportunities where they can do things together.
3. Make your events and experiences social – use Snapchat, Instagram and other social media to engage them and their friends in fun, meaningful experiences.
4. Offer “micro-volunteer” experiences – small, easy, short-term volunteer opportunities for people to get involved while contributing to a larger volunteer effort.
5. Tap into their interests and skills – find out their hobbies and use them to benefit your event or ongoing work, rather than just a general ask for volunteers.



THANKS, DADS!

A Father's Day tribute gift to Outreach honors the kindness and guidance dads around the world share with their families on a daily basis. Show your appreciation for a lifetime of love with a donation that supports dads worldwide.

DONATE ONLINE AT OUTREACH-INTERNATIONAL.ORG/FATHERS

Q: Wasn't Outreach International around before 1979?

A: Outreach International was incorporated as a 501 (c)(3) on 4/23/79, but Outreach, Inc., was started by Charles Neff, Bill Higdon and Roy Schaefer in 1973. Also contributing to Outreach International's mission, values and initial project locations was the Missions Health Foundation, which began in 1968 and merged with Outreach International in 1989.

Q: Sometimes when I'm searching for something on your site, I get an error message. What should I do?

A: Try using a different browser, like Chrome or Firefox, or try it again a bit later, or let us know, and we'll take a look!

Q: What's the most popular page on the website?

A: OI's top landing page is still outreach-international.org/5-ways-to-fight-poverty

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two new actions this year you could undertake to send one more child to school, one more family gain reliable access to clean water, or ensure one more community finds the resources and confidence to become self-sufficient? Your generosity, time, advocacy and support make a HUGE difference! YOU HELP US REACH OUR GOALS! For more inspiration, see the ideas generated from the Volunteer Network Conference in April, or come up with your own!

Together, for the world,



Volunteer Manager
Outreach International

UPCOMING NEWS

We hear you, volunteers! You shared that having Outreach resources are helpful, and we are working on an all-new website and redesigned Outreach brochure to better serve you and the Outreach Family.

PARTNERSHIPS

Photo mats and frames for Partnership completions will be replaced with canvas prints of graduating sizes for groups giving \$500-\$999.99, \$1,000-\$4,999.99, and \$5,000 or over. This will increase the size of the photo of your program area, while also cutting down on preparation time and expenditures, which will instead be used to benefit residents of your program area to a greater degree.

Reminder: Partnerships are set up on an annual basis, and all gifts toward your Partnership MUST BE POSTMARKED BY DEC 31. Gifts postmarked after that date will be applied to the next calendar year. This is yet another way we are streamlining our efforts to make more funds available to our field programs.

It's Not Too Late to sign up for or renew a Partnership! Sign up online at outreach-international.org/partnership, or call or email me to set it up!

OUTREACH EVENT SPACE

Outreach's Event Space is more than a great destination; it's also a great way to support our work, since all proceeds from your party, reception or event rental directly support communities' efforts to permanently address the poverty-related issues they face. Check out the specs and photos at outreach-international.org/event-space/, and don't forget to tell your friends and co-workers about it!

I'm excited about the new possibilities for new successes that come with new ways of thinking about our work, as well as all the new lives we'll touch together, thanks to your help.



OUTREACH
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ANSWERS + RESOURCES

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