

Serving Ontario's New Parliament:

Outreach Strategies Takeaways

This handout provides tips and best practices from our post-election outreach strategy.

Orientation Fair

- Be open to inviting or accepting invitations to collaborate
- Host in a central location
- Set specific and attainable communication goals for the event
- Design meaningful and complementary outreach materials

Core Services Handout & Poster

- A one-page handout is a great first touch point for new clients
- Keep it classic and simple; avoid trends or programs that rotate
- Stick to the core values of what your library can do for clients
- Highlight your abilities, not just your assets
- Consider what you offer that is relevant to your clients' needs

Quick Tour Guide

- Allows you to collect all info and fun facts about your collection
- Ensure your sheet provides a pattern in showing off your space
- All staff working off the same sheet ensures a consistent message

Training Handouts

- A consistently formatted suite of handouts solidifies your brand
- A handout frees the client from having to take notes, which allows you to focus on establishing a personal connection and answering specific questions
- Handouts should complement your other promotional materials

Library Publications

- Create profiles to help staff orient themselves to the organization and/or community they are serving
- Create primers/backgrounders to help users get up to speed
- Anticipate type of information users might be interested in
- Proactively provide to users

Promotions

- Utilize your space(s)
- Combine various methods to amplify your promotions
- Use free resources for professional-looking materials

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Presented by Meg Carruth, Sarah Goodyear, Jessica Knoll, Erica Smith and Le Dieu Tran of the Ontario Legislative Library

Free Online Resources

Templates

- [canva.com](https://www.canva.com)
- Hundreds of templates for a variety of promotional materials such as posters, bookmarks, logos, brochures, and advertisements
- Has a Brand Kit option (choose brand colors, fonts, and logo) and can be shared with multiple people for editing/revisions

Vectors and Illustrations

- [vectorportal.com](https://www.vectorportal.com)
- Thousands of free vector images, illustrations, and backgrounds to choose from

Fonts

- [fontquirrel.com](https://www.fontsquirrel.com)
- Free, high quality fonts for download

Mockups

- [smartmockups.com](https://www.smartmockups.com)
- Product mockups including iPad, laptop and phone screens, print covers, packaging, apparel etc.

Graphics software

- inkscape.org
- Quality vector graphics software
- A free resource similar to Adobe Illustrator (requires download)