



Pride in the Park Outreach Plan 2022



Goals of Successful Outreach

1. Build on the existing Pride in the Park committee by recruit of a total of 5-8 Pride in the Park committee members by December 2021.
2. Create 5-8 sustainable partnerships with a diverse group of identified LGBTQ inclusive churches, residential facilities, and media outlets by 2022 to learn from and with whom to share upcoming program information.
3. Plan and execute a meaningful Pride in the Park week in June 2022 inclusive of educational and social sessions, relatable guest speakers, and giveaways.



Complete by	Outreach Activity	Who will be responsible?
GOAL 1: Build on the existing Pride in the Park committee by recruit of a total of 5-8 Pride in the Park committee members by December 2021.		
<input type="checkbox"/>	September/October 2021	Meeting with Southwest Senior Center to gain insight and model development of how another senior is approaching inclusion in a senior center setting.
<input type="checkbox"/>	September 2021	Development of Pride in the Park program committee recruitment flyer
<input type="checkbox"/>	September 2021- November 2021	Adding Pride in the Park program committee recruitment flyer to new member intake, morning announcements and social media.
<input type="checkbox"/>	October 2021	Development and printing of LGBTQ inclusive outreach materials (apparel and signage)
<input type="checkbox"/>	January 2022	Welcome 5-8 LGBTQ advisory committee and begin to plan out Spring and Fall events, create ongoing programs
GOAL 2: Create 5-8 sustainable partnerships with a diverse group of identified LGBTQ inclusive churches, residential facilities, and media outlets by 2022 to learn from and with whom to share upcoming program information.		

<input type="checkbox"/>	December 2021	Develop outreach correspondence to 5-8 identified LGBTQ inclusive organizations serving older adults from which to recruit LGBT older adults to participate in CIP programs and activities in general. Organizations to include: <ul style="list-style-type: none"> • LGBT healthcare providers • LGBT affirming churches in Northwest Philadelphia • Local LGBT community groups in Northwest Philadelphia • Weavers Way • Mt. Airy Arts Garage 	CIP
<input type="checkbox"/>	December 2021 (ongoing)	Outreach organizations to provide information to their community on upcoming CIP programs, including Pride in the Park specific activities.	CIP and Pride in the Park

GOAL 3: Plan and execute a meaningful Pride in the Park week in June 2022 inclusive of educational and social sessions, relatable guest speakers, and giveaways.

<input type="checkbox"/>	January- February 2022	"Pride in the Park" program committee meetings kick-off and create preliminary planning schedule for Pride in the Park events to be held in June 2022.	CIP, LBTEI and Pride in the Park
<input type="checkbox"/>	March -June 2022	Plan, coordinate, and conduct outreach for Pride in the Park week to include: <ul style="list-style-type: none"> • Outreach through relationships established with LGBT serving and affirming organizations • Articles in local papers including -Philadelphia Gay News -Germantown Info Hub • Ads on local radio: -WURD -Germantown Radio 	CIP, EI and Pride in the Park
<input type="checkbox"/>	June 2022	Host Pride in the Park week to include: <ul style="list-style-type: none"> • 2 LGBT specific events/social activities • 2 events/activities designed to build allyship among all CIP participants • 1 Community Fair engaging LGBT serving organizations and aging services providers. 	CIP, EI, Pride in the Park