

Outreach Tips for Repair Café Hosts

In addition to putting social media to work, it's been our experience that 'old-fashioned', tried and true outreach strategies are key to bringing visitors (and new, local volunteers) to a first-time Repair Café.

This might include a combination of the following:

- connecting with local individuals and groups that are active in the community and who would be willing to share both information about the upcoming event and their personal enthusiasm through their networks. For example:

- City Councillors, MPPs and MPs (themselves and their constituency office staff)
- local community service organizations
- local library branches (including Youth Advisory Groups)
- faith-based groups
- schools and school groups
- various social housing, environment, arts and culture groups
- City staff at work in the community (e.g. from Parks and Recreation, City Planning, Solid Waste, Public Health, Economic Development, Services with seniors, youth, children, persons with disabilities...)
- Seniors' recreational centres (community and private)
- local media such as newspapers and radio stations
- local businesses

- asking them to share flyers through their newsletters as well as their social media and to physically post flyers where both their staff and clients/customers will see them

- inviting them to attend and/or support the event in any way, shape, form – e.g. promote, volunteer (as fixers or general support), donate refreshments, space. Consider a related activity or theme to tie in, e.g. kids art activity with found objects, community clean-up, "stuffy hospital" (repair of stuffed animals), workshop on bike repair or a demonstration of some special repair skill a member of the community might have...

- door-to-door flyering and posting on any community boards (where available at grocery stores, coffee shops, laundromats, hardware stores, transit stops, sidewalk notice boards, etc.)

- presenting the upcoming event at meetings of any community groups and cross-organization tables (e.g. Ward environmental group, school committees, seniors' recreational gatherings, etc.)

- tabling at community events such as Environment Days, Farmers Markets, Flea Markets, Festivals, etc.