

## Maximize your SHIBA outreach event efforts

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Following are some ideas on how to ensure you're prepared for events as well as get good participation at events:

### Attend local events other organizations hold

Some SHIBA sponsors have an outreach team or a volunteer assigned to do outreach. Discuss with your volunteer coordinator (VC) and/or team about researching local events that will likely attract your target audience. After you decide which events you want to focus on, you'll want to answer the following questions:

- Do they offer booths and is there a cost?
- Do they provide the table and chairs?
- Is there electricity and/or Wi-Fi – and is it included in the booth price?
- How many people do they anticipate attending?
- Who are the people potentially attending?
- Do they need speakers?

### If you plan to participate in a booth

- Decide which volunteers will attend and work the booth.
- Add the event(s) to:
  - Your sponsor outreach calendar. Ask your VC about the process to do this.
  - To the online SHIBA event calendar using the online form on My SHIBA.
- Order the appropriate number and type of SHIBA-approved publications and outreach items. (Order at least 3 – 4 weeks in advance of the event from DES Fulfillment. Go to My SHIBA webpage at [www.insurance.wa.gov/volunteers-only/index.html](http://www.insurance.wa.gov/volunteers-only/index.html) for a complete list of outreach items and publications, and how to order.)

### Bring to the event:

- SHIBA pull-up banner
- SHIBA tablecloth and runner
- SHIBA publications and outreach materials
- Laptop (if appropriate and electricity and/or Wi-Fi is available)

Arrive to the booth setup on time and put out your pull-up banner, tablecloth, publications and other items.

### **When the show starts, remember:**

- Body language is important – don't just sit behind the table, stand up and smile and make eye contact.
- Say hello, ask questions and share information with people who make the effort to visit your booth. Even those just walking by.

### **If you agree to do a presentation at the event:**

- Decide which volunteer will give the presentation.
- Based on the topic, be sure to use the appropriate SHIBA office-approved slide show (located on My SHIBA).
- Remember, you may hide existing slides to meet the time allotted for the presentation and your audience's needs – but you **cannot create new slides or change existing content, or create a whole new slide show presentation.**
- Prior to speaking, get yourself comfortable with the slide show content.
- Make sure the site will take care of all the equipment you'll need, i.e., projector, screen microphone, etc.

Whether you participate in a booth and/or give a presentation at the event, be sure to fill out Public & Media Activity (PMA) form.

### **Hold a SHIBA-sponsored event**

Once your VC decides to hold a SHIBA-sponsored event, whether it's a Medicare open enrollment clinic, a fraud event, or a workshop on Medicare for people turning age 65, you'll need to invite people to ensure successful participation.

### **Get the word out**

- **Flier/poster creation**
  - Use an existing SHIBA-approved flier template to advertise for your event.
  - You can also ask the SHIBA communications consultant to create one, but you must provide the details/content you want on the flier (give at least 10 business days advanced notice).
  - The other option is to create your own flier, but it must meet SHIBA design and content standards and you must get final approval of the flier by the SHIBA communications consultant (send flier via email, giving at least 10 business days advanced notice for review).

- **Hand deliver fliers/posters**
  - Identify which volunteers will personally deliver fliers/posters.
  - Walk/drive around local and surrounding communities where you plan to hold your event and ask businesses, libraries, churches and senior/activity centers to hang up event fliers in their windows/community bulletin boards (be sure to fill out a PMA for every business that agrees to hang up the flier).
  - Keep a stack of fliers with you so that when you're already out in the community running personal errands, you can leave fliers with local businesses.
  - **Bonus:** While you are delivering fliers, if someone asks you questions about their personal Medicare situation, someone else's Medicare situation or Medicare in general, you can fill out a Client Contact Record (CCR) form.
  
- **Direct mailing**
  - For larger events, ask your VC to request funding (if it's available) from the Tumwater SHIBA office for a direct mailing (remember to do a PMA!).
  
- **Newspaper advertising**
  - Consider asking SHIBA to pay for newspaper advertising – the VC can do this or volunteers who have their VC's permission (be sure to give the SHIBA communications consultant at least 3 weeks advance notice).
  - You will want to look at the online SHIBA ad request form located on My SHIBA. Specifically, look at the fields about pricing, ad size, ad deadline, etc., and call the newspaper(s) and ask questions to get the answers you need to fill in the blanks of the online form. Once you fill out the online form, submit it.
  - The SHIBA communications consultant will contact you and let you know if the program can fund the newspaper advertising.
  - The SHIBA communications consultant can create the ad for you, but you must provide the details/content you want in the ad (give at least 10 business days advanced notice prior to the ad deadline).
  - You may create your own ad, but it must meet SHIBA design and content standards, and you must get final approval of the ad by the SHIBA communications consultant (send the designed ad via email, giving at least 10 business days advanced notice prior to the ad deadline).
  - After the ad runs, be sure to fill out a PMA.
  
- **Event calendars**
  - Add the event to your sponsor's online event calendar and to the OIC/SHIBA online event calendar (**use the link on My SHIBA** to submit calendar additions for the OIC website).

- **Social media**

- With your VC's approval, consider using your sponsor's social media accounts – such as Facebook and/or Twitter – to let people know about the event (be sure to fill out a PMA).

## **The presentation**

- If your event includes a SHIBA presentation, decide which volunteer will give it (fill out a PMA afterwards).
- Based on the topic, be sure to use the appropriate SHIBA office-approved slide show (located on My SHIBA).
- Remember, you may hide existing slides to meet the time allotted for the presentation and your audience's needs – but you cannot create new slides or change existing content, or create a whole new slide show presentation.

## **Have a resource table**

- Order the appropriate number and type of SHIBA-approved publications and outreach items. (Order at least 3 – 4 weeks in advance of the event from DES Fulfillment. Go to My SHIBA webpage for a complete list of outreach items and publications, and how to order.)
- On the day of the event, bring and setup:
  - SHIBA pull-up banner
  - Table (depending on the event location, you may need to setup the table or ask the facility to do it).
  - SHIBA tablecloth and runner
  - SHIBA publications and outreach materials
  - Laptop (if appropriate and electricity and/or Wi-Fi is available)

## **SHIBA outreach items your sponsor orders**

If your SHIBA sponsor/VC orders custom outreach items – outside of what SHIBA headquarters in Tumwater offers – such as pens, pill boxes, notepads, etc., and it will be printed with the SHIBA logo and/or program name, the design must be approved in advance with the SHIBA communications consultant.

## **Questions?**

If you need help or have questions about any of the previous information, contact your regional training consultant, or Donna Wells, SHIBA communications consultant at:

- 360-725-7238
- [donnaw@oic.wa.gov](mailto:donnaw@oic.wa.gov)