

TOP 10 WAYS TO INCREASE AWARENESS OF 211

- 1 UPDATE 211** - Ask all agencies funded by United Way to update 211 with information about their programs and services
- 2 IDENTIFY THE TOP 5 NETWORKS** in your community and ask if they would allow a presentation on 211
- 3 INCORPORATE 211 MATERIALS** into your United Way Workplace Campaign Toolkit
- 4** Speak with HR professionals about 211 and how it can **ENHANCE EAP OFFERINGS**
- 5 ENCOURAGE MUNICIPAL PARTNERS** to put 211 on their website as a resource for residents
- 6** Ask **MUNICIPAL POLITICIANS** to put 211 materials in their offices and a banner on their website
- 7** Use 211 caller data, such as Unmet Needs, to **SUPPORT DISCUSSIONS** at planning tables
- 8 SHARE 211** videos, Facebook posts and Tweets with your networks
- 9** Consider exhibiting at **SENIORS EXPOS OR INFORMATION FAIRS** in your community
- 10 CUSTOMIZE ADS FOR YOUR LOCAL PRESS**, negotiate contributed space for placement in community papers or radio stations

By visiting www.211ontario.sharepoint.com you will find marketing material to support all of the suggestions above and more. In addition, most of the 211 collateral can be customized by you so that it carries your brand and message and is locally relevant.

For assistance with customization, contact dbedwell@211ontario.ca, or to plan local outreach activities, please connect with your Regional Service Partner for your area by calling 2-1-1 Monday to Friday, 7am to 7pm.



When you don't know
where to turn.

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