

YFC Outreach Committee

4/27/2022

Attendees: Maverick Tang, Johanna Bergen, Matt F., Joshua, Val Jones

- In-Person Outreach Opportunities
 - 5/28: Resource fair event at Kendal Elementary (rural Whatcom County)
 - Others?
 - Maverick knows of a few. He will forward them to Val.
- Social Media – paid opportunities for youth
 - DOH grant fell through
 - ASO is willing to fund a consultant, though we may not need them as Youth Move National has lots of info an experience in this area
 - ASO may be willing to fund compensation for youth – what do we need to do to get this going?

Start by gathering together a group of 5 young people, minimum. Look at YFC's goals and turn those goals into questions related to how young people believe YFC can use social media to influence system change. Compensation for a focus group is generally higher than compensation for ongoing work (YFC compensates at a rate of roughly \$25 per hour). Consider whether YFC is engaging in a social marketing or a social media endeavor. Youth MOVE National will send a draft example of a social media plan.

- Outreach to Historically Excluded Groups
 - Ideas? Events? Causes YFC can support?