



Community Outreach Tips and Strategies

Community outreach can take many forms and successful strategies are neighborhood-dependent. Always be aware of neighborhood needs and preferences, and follow the lead of those who live in the neighborhood. Where possible, connect with other local community organizations, especially immigrant-led organizations, before doing community outreach.

Ways to do outreach in a community:

- Door-to-door
 - You know your neighborhood best and not every neighborhood is accepting of people knocking on doors.
 - Prioritize helping everyone feel safe and building goodwill with residents. In heavily impacted communities, door-to-door may not be appropriate because people are fearful in these times.
 - This is for safety and community building and is especially true in impacted communities. People are extra suspicious and untrusting right now, and we do not want to burn bridges or have any of you get hurt. We know you have good intentions, but it is possible to cause harm to impacted communities if approached incorrectly.
 - Also keep in mind your own safety. Some neighborhoods may not be suitable for this type of outreach due to having high numbers of individuals who do not support our mission.
 - If you see a Little Free Library, leave resources there
 - Sometimes it may make sense to focus efforts on specific apartment complexes if a certain area or building is being targeted by ICE. Always make sure to do this with community consent and in a way that won't cause additional anxiety or disruption to a community.
- Tabling at trusted community gathering places/events
 - Make sure to gain consent before tabling at a trusted location or event
 - Tabling at a trusted location or event can help build trust with community members
 - Places of Worship
 - Places of worship are often important community gathering locations, and will sometimes be willing to allow tabling outside or be willing to hand out kits directly. Keep in mind that places of worship are not always open to these types of actions.
 - Adult sports leagues
 - We have had success at soccer events

- We need to figure out what everyone needs and how we can support each other.
 - Come in asking how you can help, what do they need most? Then, you can figure out how to facilitate that.
- It's ideal for at least one volunteer per group to attend a relevant training beforehand.
 - More effective in canvassing
 - Aid navigating conversations and questions
 - Be honest when you don't know the answer to questions and refer people to the website.
- Never give legal advice unless you are a lawyer. It is great to let people know their rights, but we don't want to accidentally cause harm with incorrect information.
- Get together with some friends first to assemble ice ready kits/whistle kits and discuss where you are going to canvas and other outreach ideas.
 - Where are you going to go?
 - Who lives in the area?
 - Who is going with you?
 - Is anyone bilingual?
 - What type of community outreach will you do?
 - How will you stay safe?
 - What materials are best to use?
- Start in your own neighborhood to make connections there.
 - It is likely that someone has connections to other groups or some impacted folks that will facilitate further outreach.
- Attempt to get consent before handing out whistles.
 - You can reach out to hyper-local organizations and talk to people about it as you are meeting them. We believe that every community and neighborhood should make this decision for themselves.
 - If the community is against whistles, it is still important to spread awareness about whistles and what they mean so high risk individuals know to go inside or exit the area. This is incredibly important!
 - There is so much more to offer than whistles! We don't want to overly focus on that.
- If someone is open, talk to people about their experiences and how they would like the community to respond to ICE without asking for personal information.
 - This is especially important in communities that we do not live in. We cannot take an approach that does not include the people who live in the community. We are here to build connections and support each other.
 - Ask if there are any events or locations that they are concerned about ICE targeting.
- Some folks think that the resources cost money.
 - If folks seem interested in the information/resources, but are slightly wary when you try to hand the bag to them, you can clarify "**It's free.**" ("**Es gratis.**")
- If folks are not interested in taking the resources, focus on ensuring they're comfortable—we don't want people to feel we're pushing resources on them. Thank them for their time, and move on.

- If people are really interested in the materials, you can ask if they want additional kits to hand out. Point out the website and explain they can request materials there.
 - **“How many more would you like?” (“Cuantos más quieres?”)**
 - If it’s someone walking their dog or someone who’s talking to you on their doorstep, you can ask if they want more kits for family members/friends.
 - If it’s someone who is running a table/concession stand/businesses/etc., you can ask them if they would like more kits to hand out at their table/business.
 - Ex: A woman who had a table set up to sell concessions at the soccer game was very open to handing out more kits.

Safety:

- Stay safe, walk away!
 - This is not the time to put yourself in danger or get into a heated debate.
- Only canvass door to door if you or someone with you is familiar with the neighborhood/apartment building. Unfortunately, this is a polarizing topic, and people can be irrational in the current political climate. Some neighborhoods are safer than others, and some neighborhoods simply may not be open to canvassing.
- In apartments, follow the lead/advice from someone who lives there. Different buildings have different rules and vibes.
- Look for indications that someone’s property may be unsafe to approach like flags, signs, or bumper stickers.
- Be aware of your surroundings.
- Introduce yourselves as concerned citizens/neighbors/community members looking to inform others of ways to protect immigrants in their community and ask if they are interested in helping immigrants in their communities.
 - If the response is negative or hostile, thank them for their time and leave without attempting further conversation. Stay safe and walk away.
- Never give your full name or where you live.
 - Give a vague answer, but don’t lie about living somewhere you don’t live. We want to build trust and connections!
 - Even people who seem friendly may have ulterior motives.
- Connect interested people to We Keep Us Safe via our website or interest form instead of giving them your personal information.
 - If they prefer to give you their email address, go ahead and write it down and send it to WKUS so we can reach out to them through our official email address.
 - This is just another way to protect your personal information
- If you are in the area that you want to organize a defense group in, you may want to share your Signal or Sessions handle/username to connect directly.
 - A lot of people do not have these apps, and we can’t expect them to download it and set up an account while you are standing there. This is part of why we recommend routing them through WKUS in order to protect you.

- Be cautious when joining signal groups. We have a signal group document on our website.
- Don't go canvassing by yourself
- Do not ask people for their information. These are difficult and scary times so it is natural for people to doubt our intentions! It's important to build trust when we are trying to get community buy in.

Materials to Bring:

For tabling:

- A 4ft folding table
- A storage box is helpful but whatever you have to carry things
- Folders for your handouts and kits
- Binder clips are helpful for handouts when it's windy
- Any flyers that are appropriate
- Please reach out to us with questions about what materials to bring because some materials are more appropriate for targeted versus privileged communities! It's a good idea to include information on local resources like food banks and clothing drives.
- Bring plenty of ice ready kits/whistle kits! It can be hard to be certain exactly how successful each location is going to be.
 - You can always have people take more than one if they want to give kits to friends/family!
- Water/drinks and food for people to take, especially in impacted areas. Also items like hand warmers when the weather is cold. We are building community!

For canvassing on foot:

- It's helpful if each person can have a canvas/grocery/tote bag they can use to carry resource kits.
- Ice Ready Kits/Whistle kits recommended materials can be found on the [website](#) and include:
 - Sandwich bag/ziploc bag
 - Whistle
 - We Keep Us Safe Zine (print, then [fold](#))
 - Resource QR Code Quarter Sheets (print double sided then cut into quarters)
 - Red Card
 - How to ID ICE handout by Aurora Unidios (print double sided then cut into quarters)
- Please reach out to us with any questions regarding what materials you should bring. Some of the zines and flyers are more appropriate for non-impacted communities.
- To preserve whistles/materials, it's helpful to have an alternate resource to put on people's doorsteps (if they don't open the door). Just remember to leave them in a way that won't be blown away by the wind!
 - Option 1: Resource Kit WITHOUT a whistle
 - Attach to people's doors with a rubber band
 - Option 2: Handout(s)
 - Be mindful of not putting materials in the hands of folks that could use them to do harm, where possible. This is another reason to not leave the full kit with a whistle when someone is not home.

- Keep in mind local language needs.
 - Most of our materials are bilingual English/Spanish, but also consider whether outreach materials in any additional languages may be needed.
 - Make sure at least one volunteer is present who fluently speaks the same language as the community you are reaching out to.
- Please defer to the volunteer that speaks the language for helpful phrases!
 - It is helpful to have them printed off or on your phone in case the bilingual person on your team is having a conversation with someone else or you get separated.
 - Here are some examples:
 - *“We have information about how to defend/protect ourselves against ICE.”*
 - *“Tenemos información sobre cómo defendernos contra ICE.”*
 - *“When you hear the whistle, it means ICE could be nearby. If you are at higher risk, go inside your house. Do not open the door.”*
 - *“Cuando escuche el silbato, significa que ICE podría estar cerca. Si corre mayor riesgo, entre a su casa. No abra la puerta.”*
 - *“Don’t sign anything without a lawyer”*
 - *“No firme nada sin un abogado”*
 - *“It’s free”*
 - *“Es gratis”*
- If you speak limited Spanish, it’s helpful to arrange the materials in the resource kit baggies a certain way:
 - Spanish side of materials facing out of the baggie so it’s clearly seen and can be pointed to.
 - If you’re struggling to communicate about the resources, showing folks the information is in both English & Spanish is really helpful.

For business canvassing

- In addition to ice ready kits/whistle kits, bring business-specific materials such as “employee only” signs to mark private areas where ICE cannot enter without a judicial warrant, information on the difference between an administrative and judicial warrant, and information on how to create a plan for if ICE shows up at the business
 - IPT has business canvassing-specific resources that can be used