

## Checklist for a comprehensive Latino Outreach Program

### Pursue partnerships with the following institutions:

*For talk, special donation panel discussions etc.*

- Latino/Hispanic Chamber of Commerce
- Day Worker centers
- Center for Employment Training (CET) centers
- Higher education institutions with large Latino student body
- Latin American consulates in your area
- Migrant education programs: Example: <http://www.cde.ca.gov/sp/me/mt/regions.asp>
- Latino coalitions/Latino councils
- Look up the Latino organizations with national presence that appear on this link: <http://www.amat1.org/wp-content/uploads/2014/01/Latino-Organizations-with-National-Presence2.pdf>

### Land one or a few of the following list of leaders/influencers and invite them to support donation publicly (PSA or special communications):

- Latino school superintendent
- Head of an important Latino organization
- Well-known and respected Latino faith leader
- Well-known and respected Latino local celebrity
- Well-known and respected Latino political figure
- Well-known and respected Latino community organizer

### Communications

- Create personal connections (meet in person) with Spanish-speaking reporters
- Come up with story ideas around special celebrations. Check this calendar: [http://www.amat1.org/wp-content/uploads/2014/12/Latino\\_CalendarReferenceSheet\\_120312.pdf](http://www.amat1.org/wp-content/uploads/2014/12/Latino_CalendarReferenceSheet_120312.pdf)
- **Social media** - Share your postings and videos with ALL the Latino community partners in your email list and invite them to like your social media pages
- **Television and radio** - Pursue free placements of PSAs and announcements.
- **Print media** - Think of a topic you would like to talk about during special celebrations/observances and write an article or opinion piece to send to Latino papers in your area.

### Health Partners

- Reach out to the clinic groups and hospitals in your area that serve large Latino populations and ask if they can place the Done Vida logo on their websites with link to registration site.



### **Workplace Partnership for Life (WPFL) - Hospital campaign**

- Partner with hospitals that serve large number of Latino clients and try to complete as many activities as possible from the [scorecard](http://www.organdonor.gov/howhelp/phase4pdfs/scorecardp4.pdf) form:  
<http://www.organdonor.gov/howhelp/phase4pdfs/scorecardp4.pdf>

### **Faith Initiative**

- Participate or speak at interreligious councils/meetings
- Catholic Diocese - Bring faith bulletin to place at their headquarters and local churches
- Attend congresses or conferences

### **Observances to keep top of mind - Mark your calendars!**

- Donate Life Month: <http://www.amat1.org/wp-content/uploads/2014/12/Media-partnership-wish-list.pdf>
  - ECO por la vida (Esperanza, Comunidad y Oportunidad) (July, weeks of 13<sup>th</sup> and 20<sup>th</sup> and kickoff on the 15<sup>th</sup>)
  - Binational Health Week (October) - *Attend planning committee meetings and get their calendar of events well in advance*
  - National Latino Heritage Month (September 15<sup>th</sup>- October 15<sup>th</sup>)
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