

For ACHSO Members: OUTREACH TASKS

Meeting Needs Today: A Needs Assessment of the Alexandria Human Services System- Volume 2
A Report Presented by the Alexandria Council of Human Services Organizations (ACHSO)

ACHSO members, please consider completing the following tasks to help promote the information and recommendations in this report:

- **Send an email** to your community about the report, including a link to the online version at <http://www.alexandriava.gov/ACHSO>

SAMPLE CONTENT:

New Alexandria Needs Assessment Report Identifies 5 Key Issues to Face as a Community

As a member of ACHSO, we [enter organization name] are proud to have been involved in a new report released this week: *Meeting Needs Today: A Needs Assessment of the Alexandria Human Services System*. The report identifies 5 key issues we need to address as a community regarding the state of Alexandria's human services system – services, service gaps and service improvements – since the last needs assessment in 2008. We are particularly interested in Key Issue # [enter relevant Key issue here] and how it impacts the community we server at [enter organization name].

Please read the full report online at <http://www.alexandriava.gov/ACHSO>.

- **Add a news item to your website** about the report, including a link to the online version at <http://www.alexandriava.gov/ACHSO>

SAMPLE CONTENT:

New Alexandria Report Identifies 5 Key Issues for Community

The Alexandria Council of Human Services Organizations, or ACHSO, released a needs assessment report this week identifying 5 Key Issues affecting the quality of our human services network in the city. Those issues include Affordable Housing, Early Intervention Services for Youth, The Information Gap, The Eligibility Gap and Nonprofit Advocacy. *Meeting Needs Today* provides a snapshot of the state of Alexandria's human services system – including services, service gaps and service improvements – since the last needs assessment in 2008. [Enter organization name] is a member of ACHSO and participated in the development of the report, which is available online at <http://www.alexandriava.gov/ACHSO>.



- **Does your organization have a blog?** Write a post about the report, including how it relates to the work your organization is doing in the community; how it demonstrates great need for your services; and/or how it reflects the key issues your organization is concerned about in the community.
- **Share 3-4 posts on your organization's Facebook page** encouraging followers to read the report. Consider selecting excerpts from the report related to your area of service to use as a post. Please use the hashtags #AlexVANeeds and #ACHSO at the end of every post.
- **Tweet 8-10 times on your organization's Twitter account** about the report. Please use the hashtags #AlexVANeeds and #ACHSO at the end of every post. Follow ACHSO's NEW Twitter account @AlexandriaCHSO and retweet as much as possible following the launch of the report.
- **Distribute the one-page flyer** to constituents without access to online resources.
- **Provide the report and relevant information to your organization's funders.** Use the report in grant applications and other development-related work to underscore the need for your organization's services to address particular Key Issues in Alexandria.
- **Use the report and relevant information for advocacy efforts** with local and state legislators in your work to impact legislation and budgetary decisions that affect Key Issues in Alexandria.