



Responsibilities of the Outreach Committee

The Outreach Committee of Family SHADE will oversee all outreach, marketing and promotional aspects of Family SHADE.

The duties of this committee are as follows:

- Devise a campaign with a goal of increasing Family SHADE awareness across the state of Delaware.
 - Develop the Family SHADE brand/message and develop a plan on how to market it to different audiences across the state of Delaware.
 - Within the plan, the committee will explore and identify ways Family SHADE presence can be increased in Kent and Sussex County.
- Work on and develop the Family SHADE message to market to various agencies, organizations and individuals.
- Identify & attend community events to share Family SHADE information with families and other organizations.
- Organize and host events with approval of the Board, that will increase the awareness of Family SHADE.
 - Consider hosting events in Kent or Sussex County where Family SHADE presence is not big (i.e. health fair in Sussex County).
- Identify gaps list and prioritize.
- Develop gaps template and potential solutions to share with policymakers.
- Develop outreach task list annually and share with Family SHADE Advisory Board for approval.
- Report back to the Advisory Board on progress of Committee