

# PB Outreach Toolkit

*A Guide to Engaging Underrepresented Communities in Participatory Budgeting*



PARTICIPATORY  
BUDGETING PROJECT

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## **ACKNOWLEDGEMENTS**

The content in this toolkit draws heavily from materials developed by Community Voices Heard (CVH) for PB NYC. PBP thanks CVH for their generosity, leadership, and commitment to ensuring effective outreach is core to PB practice in New York and beyond.

# I. Introduction

What makes participation in PB different from other forms of public engagement in government is that, at its best, it can better represent and reflect the full diversity of your community.

Chances are you wouldn't have embarked on a participatory budgeting process if you weren't invested in engaging those people you're not used to seeing in council chambers, but whose knowledge and experience of the pressing issues facing your community are essential to creating lasting, inclusive solutions. Inclusion is a fundamental promise of PB - and effective outreach is the key to making good on that promise.

This toolkit aims to equip PB implementers with a solid grounding in the basic principles of community outreach and a set of concrete tools to guide you. The first section lists the important elements you'll need to plan effective outreach. The second section focuses on putting that plan into practice and how to get the most out of the time, energy, and other resources you invest in outreach. In the appendix you'll find a battery of tools to aid you along the way.



## CORE PRINCIPLES FOR OUTREACH IN PB

Broadly speaking, outreach can be any effort to get information out to members of the public. However, while there may be a handful of residents in your community who will show up to a public meeting simply because they received an email, the vast majority won't. Many people - especially those whose communities have been historically underrepresented in government - face a host of barriers to participating in public meetings, including child care needs, work schedules, limited transportation, lack of translation and interpretation services, concerns about potential interaction with law enforcement, and more. Others may have lost their legal right to vote due to a previous conviction that took place decades earlier and, unsurprisingly, have come to believe they are not welcome in the halls of government. But even beyond these barriers, one of the biggest reasons people don't show up is that they don't think their participation will make a difference. And let's face it - much of the time, they're right. In order to overcome these barriers, people have to be personally invited, convinced of the importance of their presence, and made aware of the specific impact their participation will have on the outcome. To do this, you need to engage people in conversation.

This toolkit focuses on the single best form of outreach for engaging those who are least represented in government: person-to-person, face-to-face outreach. While flyers, posters, and other printed materials are essential for information sharing, drawing a broad, diverse, and representative pool of participants to your PB process depends first and foremost on effective person-to-person outreach.

The overall approach to outreach and specific strategies laid out in this toolkit are rooted in the following core principles. We'll delve deeper into these in the pages that follow.

- **Person-to-person, face-to-face outreach** is the key to engaging underrepresented and disenfranchised communities in PB.
- **With finite resources**, outreach efforts should be devoted to engaging those communities, as they are least likely to participate.
- **Repetitive contact yields the highest participation.**

- **Invest time in building relationships with community leaders and grassroots groups** in the communities you're trying to reach. You may not always be the best person to stand up in front of their constituents and recruit them to participate, but they'll know who is.

## KEY TIME POINTS FOR OUTREACH



In most PB processes, there are three windows of time that require strong public outreach: first is recruiting members for your steering committee; second is idea collection, when you're inviting people to

attend public assemblies, learn about PB, brainstorm ideas for PB projects, and signing up to serve as budget delegates; and third is the PB public vote. You'll see in the coming pages that the more effective your outreach is early on, the stronger, broader, and more representative participation will be by the time the vote comes around. For the purposes of this toolkit, we assume you have already built a steering committee and focus instead on outreach during idea collection and the PB vote.

## WHAT IT TAKES

Good outreach takes resources: money, time, and people. You'll need a budget to hire canvassers or contract with community groups for outreach, provide food for your volunteers, print materials, and stock up on clipboards, pens, and printer paper.

You'll need time: Building relationships with leaders in underrepresented communities, recruiting and training volunteers, gathering contacts and following up with them prior to an event - these all take time. In addition to time, the people you have may be your greatest asset. You'll need people to knock on doors, make phone calls, present to community groups, enter

contacts into databases, create signs and banners - and of course people to recruit and train those people and coordinate the myriad pieces into a cohesive operation.

In the pages that follow, we refer you to a range of sample materials, collected in the Appendix at the end of the toolkit. Some of these are examples from other PB processes, while others are blank templates you can use for your own PB process.

# II. Planning for Effective Engagement

## A. IDENTIFYING DISENFRANCHISED GROUPS & UNDERSERVED NEIGHBORHOODS

While the goal is to engage all community members in the PB process, outreach and mobilization efforts should focus on community members that are least likely to participate on their own. These groups include:

- Low-income communities
- Communities of color
- Immigrants, especially those who are undocumented
- Non-English speakers
- Youth
- Formerly incarcerated individuals
- LGBTQ individuals
- Individuals with disabilities



There are two primary ways to identify underrepresented groups in your community:

### Using Census Data and Demographic Maps

To engage a diverse group of community members, you must first understand the demographic makeup of your jurisdiction. Start out by analyzing Census statistics of your city or council district to get a big picture view of its composition in terms of race, ethnicity, income, languages spoken, and family size. Maps with demographic and socioeconomic data are tremendously useful in outreach planning – they can help you visualize where different racial, ethnic, age, and language groups are located. Ask your local planning, health, or human services departments for support here, as they frequently produce and update these maps. One caveat to be aware of: census data is often outdated and undercounts certain communities, especially undocumented immigrants. Use it as a guide and a starting point.

### Engaging Stakeholders

In order to effectively engage hard-to-reach constituencies, it's essential to partner with groups in the communities that are already trusted and know how to appropriately and effectively reach out to their members. Start with the PB steering committee and other community leaders, as they can help give you a sense of who the key stakeholders of the community are. These community leaders should play a central role in helping you craft an outreach plan that reaches their constituents. Partner with groups that actively work with young people, public housing residents, new immigrants, communities of color, formerly incarcerated people, people with disabilities, and non-English speakers.

## B. DEVELOP YOUR GOALS & OBJECTIVES

Once you've identified the communities you want to engage, work with your Steering Committee to set concrete goals and objectives that will enable you to assess the efficacy of your outreach. The following two sets of questions should guide outreach goal setting:

- **How many** people do we want to participate, and **who** should be included among participants? What would participation look like that is both high

in numbers and representative in terms of income, race, ethnicity, age, and language?

- **What** specific strategies will we use meet our engagement goals? **What** activities – places to go, people to talk to – should we plan for that will help get us there?

Goals should be unique to the make-up and complexities of your community. They may include increasing the participation of a particular ethnic or age group, increasing turnout to neighborhood assemblies, spreading the word about PB, or encouraging action among your neighbors. Objectives should be more specific and measurable.

**Example goal & objective:**

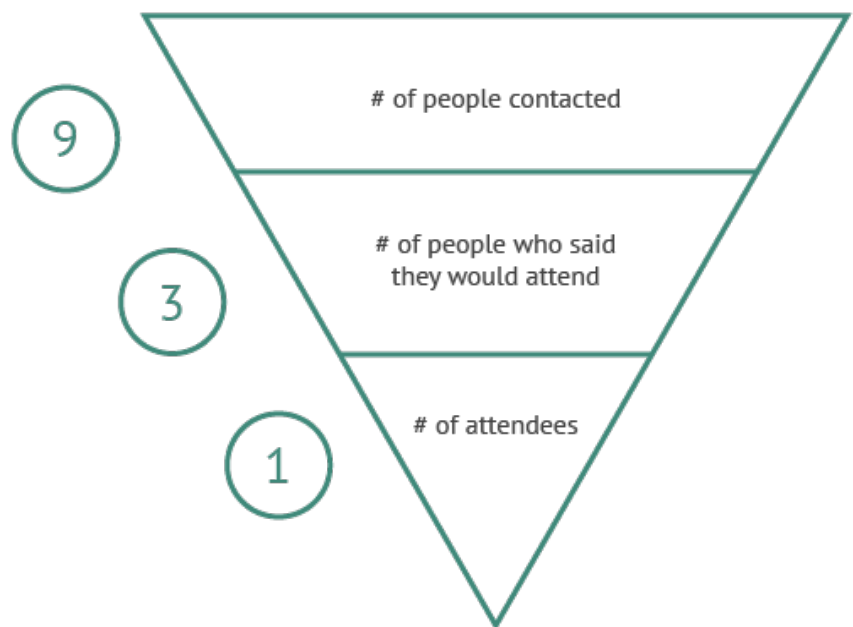
**Goal:** Increase participation of the Chinese-American community in the remaining neighborhood assemblies.

**Objective 1:** Conduct outreach tabling at downtown Lunar New Year Celebration and get 20 people share their contact info.

## C. REMEMBER THE RULE OF THIRDS!

Political campaigns have taught us a valuable metric for driving turnout to big events like elections or important community meetings.

On average, one-ninth of the people you contact in any given person-to-person outreach effort will show up to the event you've invited them to attend. The idea is that you need to talk to nine people to get one commitment, and you





need three commitments to get one attendee. For example, if you want 30 attendees at an event, you need to contact 270 people to get 90 committed and 30 to show up.

## **D. COORDINATE YOUR PEOPLE**

Proper staffing for outreach requires two equally important elements:

1. people, and 2. the right people.

In order to do great outreach, you need a strong team! Ideal outreach sessions have between 10 and 20 people ready to volunteer for the shift. Some places to turn to for outreach volunteers include:

- Steering Committee members & their networks
- Community-based organizations & service clubs
- Local high schools and colleges
- People who facilitated small groups at assemblies
- People who attended assemblies
- People who served as budget delegates in a previous PB cycle

Never miss an opportunity to recruit volunteers – always bring sign-up sheets to presentations on PB at schools or community group meetings, tabling events, and so on. Follow up with potential volunteers within a week of signing up to let them know how they can plug in. *See Appendix A: Outreach Sign-Up Sheet.*

As you assign staff and volunteer roles to outreach activities, keep in mind the strengths, qualities, and personal connections of your people and let those guide where they can be best utilized. Are you setting up a table at a public housing development? If so, try ahead of time to recruit a volunteer from that development who knows its residents and the issues they may care about. Are you making presentations to high school classes? Send a staff or volunteer who is energetic and as close in age as possible to those students. Lastly, providing resources to community-based organizations to support your engagement efforts is critical. Whenever possible, allocate resources in your budget to

contract with groups who have long-standing ties with the communities you want to engage, as they will be most effective in turning out their people.

## **E. SET THE SCHEDULE**

The earlier you start outreach the better. Outreach should be done throughout the PB process, but it's important to start *no less than* one month before your first event – whether at an assembly or a vote launch. If you think about the Rule of Thirds, you'll realize the amount of time it takes to contact a good amount of people for the turnout you want.

### **Sample Schedule:**

- 2 months before first PB assembly: Plan and prepare for outreach & mobilization
- 6 weeks before first assembly: 2 group outreach sessions per week
- 2 weeks before first assembly: 1 group phone banking session per week
- During assemblies: 1-2 outreach sessions per week targeting neighborhoods closest to the upcoming assembly site
- Mid-way through assembly schedule: 1-2 phone bank sessions to new contacts and contacts who said they would attend but haven't yet
- Reminder mailing to all new outreach contacts who did not provide a phone number or email
- After each outreach session & mid-way through assemblies: Emails to new outreach contacts

## **F. CREATE COMPELLING MATERIALS**

To aid them in their conversations with the public, outreach volunteers will need simple, eye-catching, and informative flyers. Don't forget: list all offered amenities, like childcare, interpretation, and refreshments, on your printed materials. Flyers should be translated into any language for which you'll be providing interpretation. Make sure you provide a way for your target audience to access additional information, whether through a staff member's contact information, a website, or an upcoming meeting time and place. Keep in mind

that not everyone has access to a telephone or computer. *See Appendix B: Sample PB Flyer.*

## G. CRAFT YOUR MESSAGE

In our experience, the messages that work best with people who typically do not participate in government are ones that stress the uniqueness of PB – how it's different from government as usual – and stress the words power and participation.

Some of the messages we encourage trying in the field include:

- Our Money. Our Neighborhood. Our Decision.
- Your Money. Your Neighborhood. You Decide.
- Propose. Develop. Decide.
- Participation is Power!

In PB, it's important to talk about the amount of money that people are being given power over. For example: **What would you do with \$1 million in your neighborhood? Now's your chance to decide!**

Once you understand the group you're reaching out to, you can craft a message designed to achieve your objective(s). The message should be attention grabbing, specific, and tied directly to something the people in this community value (for example: their ability to improve the playgrounds in their neighborhood, build a ramp in a senior center, or have a new stop light put in



at a dangerous intersection). Questions to ask include: Is it understandable and accessible to the group you're trying to reach? Does it capture their attention?

## H. WRITE THE RAP

In addition to flyers, volunteers will need a “rap” - or script - that outlines key talking points, including what PB is, why they should participate, and details on how they can get involved. An effective rap also includes a probing question to get people talking about the issues that matter to them. *For a sample PB outreach rap, see Appendix C.*

Be sure to get feedback from Steering Committee members and others in the communities you're trying to reach on your outreach materials to find out whether the language, messages, and visuals will be effective.

## I. SUGGESTED LOCATIONS FOR OUTREACH

The strategies mentioned above are key to reaching underrepresented communities. In addition, listed below are some general suggestions for places to go in your community to reach underrepresented groups. Keep note that many of these sites will overlap in regard to reaching different groups:

- |   |                                  |                            |
|---|----------------------------------|----------------------------|
| • Public housing developments                 | • Job training centers           | • Tenant associations      |
| • Public assistance offices                   | • Community centers              | • Faith-based institutions |
| • Public school pickup and drop-off locations | • Ethnic grocery stores          | • Sports fields            |
|   | • Playgrounds                    | • After-school programs    |
| • Adult education centers                     | • Basketball courts              | • LGBTQ community centers  |
| • Movie theaters                              | • Reentry services organizations |                            |
| • Libraries                                   | • Gyms                           |                            |

# III. Doing Effective Outreach

## TYPES OF OUTREACH

In the introduction, we listed several core principles for successful outreach to underrepresented communities. Top among them was the importance of person-to-person, face-to-face outreach. Below, we outline the four key types of person-to-person outreach and some key strategies for implementing them.

Type	Description	Materials Needed
<b>Street Outreach</b>	Tabling and flyering at high traffic places and community events	Outreach rap, flyers, sign-up sheet or pledge card
<b>Canvassing</b>	Door knocking in neighborhoods near assembly sites	Turf map*, Outreach rap, flyers, sign-up sheet or pledge card
<b>Phone Banking</b>	Phone calls to existing PB contacts and contact lists from Steering Committee organizations	Phone rap, contact list with space for notes
<b>Organizational Outreach</b>	Presentations to—and meetings with—community organizations, faith-based groups, and other local institutions	Talking points, sign-up sheet, flyers

\*Map of the area where someone will be canvassing.

## MAKING EFFECTIVE USE OF CONTACTS

The importance of collecting contact information during outreach efforts cannot be overstated! People are more likely to attend events if they tell someone they'll be there and are reminded of their commitment. It's essential to get contact information from people who show interest in order to follow up with them in the future. Repetitive contacts are equally critical to mobilization efforts. A combination of a knock on a door, a follow-up phone call, and a reminder mailing are significantly more effective than just a single contact.

## Tracking Contacts

Have a sign-in sheet at all events, include an RSVP form whenever possible in email invitations, and carry a sign-up sheet or pledge cards during in-person outreach. Use a shared spreadsheet to record contact information and pledges collected during group outreach sessions, sign-up sheets from events/info sessions, and organizational contacts. A sample contact tracking spreadsheet is included in *Appendix G*.

Outreach volunteers should take the following steps during in-person outreach sessions and phone banks:

- During in-person outreach: Collect contact information names, emails and/or phone numbers of people that you speak with either on pledge cards or on sign-up sheets.
- Soon after an outreach session: Add any names and contact information to a contact spreadsheet managed by City Staff.
- Up to 3 days before the event: Follow up with an RSVP call. People are more likely to show up if they say they will come. Mark on the tracking spreadsheet if they've agreed to come to an assembly.
- One to two days before event: Final confirmation call or email.



# HOW TO RUN A SUCCESSFUL OUTREACH EVENT

## Typical Outreach Session Schedule:

Morning	Afternoon	Evening	Agenda
9:00 am	1:00 pm	5:00 pm	Meet Up & Settle In <i>Provide some snacks if possible!</i>
9:15 am	1:15 pm	5:15 pm	Quick Training in Outreach & the Raps
9:45 am	1:45 pm	5:45 pm	Travel to Destination for Outreach
10:00 am	2:00 pm	6:00 pm	Door Knocking or Public Site Engagement <i>Make sure to gather names and contact information of everyone you talk to!</i>
12:15 pm	4:15 pm	8:15 pm	Travel back to Central Site
12:30 pm	4:30 pm	8:30 pm	Debrief and Tally Numbers
1:00 pm	5:00 pm	9:00 pm	Thank Everyone & Close Out

Bringing everyone together for a training at the start and a debrief at the end helps to make everyone feel prepared, part of a team, and see the progress towards the goals. It's also important for organizers of the sessions to keep track of information in terms of both contacts made and information gathered so that assessments can be done along the way and follow-up can be done later on.

## Prepping your volunteers

As we've mentioned already, outreach isn't just about handing out flyers, but about engaging people in conversation. Your volunteers should take the time to give people deeper information than is on a flyer or poster. Give them the tools they need by going over the outreach rap together and make sure they have time to practice it before going out into the field. Even if they cannot engage folks in a full conversation for a minute or two they should have catchy statements (related to your overall message & audience) that they can make

while handing out the flyers, things that will make people look at what they've just taken.

## **Setting Roles and Responsibilities**

In most cases, PB Staff will provide overall coordination for outreach efforts, including outreach tracking, volunteer management, and preparing outreach materials. Steering Committee members often serve as the primary volunteers responsible for reaching out to their organization's members and networks, recruiting additional volunteers, and promoting PB in the community. Steering Committee members can help coordinate outreach and phone-banking sessions and any other outreach efforts to supplement those coordinated by staff.

In the lead up to the PB vote, budget delegates and facilitators are also important pools of potential volunteers. In every process, delegates receive a list of "Campaigning Do's and Don'ts" indicating that, while they may speak to the public about their own projects, their greater responsibility is to promote the PB vote and process overall.

## **Additional Tips for Phone Banks**

A similar structure and approach can be used for phone bank sessions. The only difference is that instead of heading to the field, you hit the phones. In order to do this you'll either need to secure a space with a number of phone lines to use OR you'll need to ask your volunteers to bring along cell phones that they can use.

Phone lists can be pulled from a voter database and reminder phone calls can be made from the contact information gathered during organizational and individual outreach. To expand your reach, ask Steering Committee organizations or other partner groups to bring their member contact lists to the phone bank!

## **Always End With a Debrief**

Before breaking for the evening, ask participants how the outreach session went. What messages or strategies worked best with which people? What didn't work as well, and how could it be improved next time? This space for

reflection not only gives you important information to improve your outreach efforts, it gives volunteers the chance to learn from each other and solidify the skills they developed over the course of the day or evening.

# IV. Conclusion

## EVALUATING YOUR OUTREACH

We hope the tips and tools in this guide have set you up for strong, effective PB outreach! As you build and implement your outreach plan, be sure to schedule in key time points to pause, reflect, and evaluate the success of your efforts. While you'll learn a lot in the course of doing outreach what works best with the different communities you're trying to engage, ultimately the proof is in who shows up to participate. Survey data collected from PB participants, as well as conversations with community partners and participants themselves, will help you determine where outreach is working and where it needs to be adjusted. Who is showing up, and who isn't? How are participants finding out about PB, and does this differ between groups? Who is missing from the conversation, where can you go to reach them? Especially useful times to ask these questions are midway through idea collection, after formal assemblies are over but before the budget delegate orientation, and midway through the vote. Once the PB cycle is over, make sure outreach is a focal point of evaluation meetings with participants. The more you can capture in detail what was effective and what wasn't, the more you'll set yourself up for success in launching next year's efforts.

# V. Appendix: Outreach Tools & Sample Materials

- 23     [Outreach Sign-up Sheet](#)
- 24     [Sample PB Flyer](#)
- 25     [Sample Outreach Rap](#)
- 28     [Template for Phone Bank List](#)
- 29     [Outreach Tracking Worksheet](#)
- 30     [Pledge card](#)
- 32     [Contacts Tracking Spreadsheet](#)
- 33     [PBNYC/CVH Outreach Video](#)

PB [Your City here] SIGN UP SHEET				EVENT:		DATE:	
Name <i>Nombre</i>	E-mail <i>Correo Electrónico</i>	Phone <i>Teléfono</i>	Address <i>Dirección</i>	I want to volunteer! I can help with ... <i>Quiero ser voluntario! Puedo ayudar con ...</i>	Preferred Language <i>Idioma preferido</i>		
				<input type="checkbox"/> Outreach/Alcance a la comunidad <input type="checkbox"/> Facilitation/facilitación <input type="checkbox"/> Other/Otro _____	<input type="checkbox"/> English <input type="checkbox"/> Español <input type="checkbox"/> Other/Otro:		
				<input type="checkbox"/> Outreach/Alcance a la comunidad <input type="checkbox"/> Facilitation/facilitación <input type="checkbox"/> Other/Otro _____	<input type="checkbox"/> English <input type="checkbox"/> Español <input type="checkbox"/> Other/Otro:		
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# EVIPOWER UPTOWN PROJECT

Join Councilmember  
Richardson and vote to directly  
decide how to spend \$250,000  
to improve our community.

## Neighborhood Assembly Dates



**October 16 • 6:30pm - 8:30pm**  
**150 W Victoria St.**

**Colin Powell Academy (Cafeteria)**



**October 22 • 6:30pm - 8:30pm**  
**6301 Myrtle Ave.**

**Houghton Park Community Center**

\*Child care available



**November 2 • 3:00pm - 5:00pm**  
**6465 Cherry Ave.**

**Light of Life Church**

\*Child care available

\*\*Meeting will be presented in Spanish and translated in English



## Participatory budgeting

is a democratic process in which  
community members decide how  
to spend part of a public budget.



For more information  
on the participatory  
budgeting process in  
Long Beach, visit:  
**PBlongbeach.org**

Refreshments and translations  
will be available at all meetings



**Rex Richardson**  
Long Beach City Councilmember, 9th District

For more information please  
visit **[www.insidedistrict9.com](http://www.insidedistrict9.com)**



## PBLB D9 Outreach Rap In Person & Phone Bank Script Neighborhood Assemblies 2014

### 1. Introduce Yourself

Hi, my name is \_\_\_\_\_ and I'm a volunteer/staff with \_\_\_\_\_  
(*your organization or "Participatory Budgeting Long Beach"*).

### 2. Information

I'm out here today to let you know about an exciting opportunity for residents of District 9 to decide how to spend \$250,000 to improve the community.

### 3. Ask & Listen

***Are you satisfied with the decisions government is currently making about how to spend our tax dollars? What would you do with \$250,000 here in District 9?***

Listen and probe!

### 4. Explain Participatory Budgeting

***Have you heard about participatory budgeting? (wait)***

District 9 is taking part in a new process called Participatory Budgeting, where Councilmember Rex Richardson is asking district residents to come together and decide how to spend \$250,000 of city capital funds. In PB, you and your neighbors will get to come up with ideas for community improvement projects, develop these ideas into proposals, and then vote on a ballot for where the money will go. The top ideas that get voted on, up to \$250,000, will be funded in next year's city budget.

***How does that sound to you? (wait)***

### 5. Make the Ask

The process starts with neighborhood assemblies around the district, where you'll have a chance to discuss with your neighbors and brainstorm ideas for how to spend your tax dollars to improve this community.

*(Indicate the dates, times and locations on a flyer)*

**Will you join us at a Neighborhood Assembly on \_\_\_\_\_ in \_\_\_\_\_? The meeting is from \_\_\_\_\_ to \_\_\_\_\_. *(wait for a yes or no)***

→ IF THEY SEEM UNSURE...

This is our chance to have real power over real tax money for our community.

We know local residents know best what the needs and challenges are in their communities. We know that the decisions government makes don't always reflect these needs. The only way you can change this, though, is by getting involved and doing something about that. You're being given a chance here to decide on real money and real proposals, to show people \*and\* government that it can be done differently. What do you say?

## 6. Collect Contact Information

Great! We'd like to be able to give you a reminder call right before the meeting and keep you posted on the progress of the process.

**Can I get your phone number and email? Which meeting will you be attending?**

*(Record their contact information on a pledge card or on a sign-up sheet. You can't get in touch with people unless you have their contact info!)*

## **Phone Banking**

### 7. If you reach an answering machine:

Hello. I'm calling from \_\_\_\_\_ *(insert your organization name or Participatory Budgeting Vallejo)* to let you know about an opportunity for you to decide how \$2.4 million dollars in tax money is spent in our community. Our City Council is setting aside \$2.4 million and letting community residents directly decide how to spend it. Last year through this process, we decided to fund 12 projects to improve our city, including things like pothole repair, funding for school programs and improvements to the senior center.

Our [next/first] Budget Assembly will take place on \_\_\_\_\_ *(insert date)* at \_\_\_\_\_ *(insert location and time)*. This is where residents like you can propose and brainstorm ideas for how to spend the money this year.

If you have any questions, don't hesitate to call \_\_\_\_\_ (*contacts*) at City Hall at \_\_\_\_\_ (*phone number*). You can see all of the Assembly dates, times and locations at our website, [www.pbvallejo.org](http://www.pbvallejo.org).

Hope we can count on you to come out to the Budget Assembly on \_\_\_\_\_  
(*repeat date, location, & time*)!

Name	Email	Phone	Source of Contact	Caller Name	Call Date	Notes

Participatory Budgeting

Volunteer Name: _____		Phone Number: _____	
Email: _____		Volunteer Age: _____	
Volunteer Shift	Start: _____	End: _____	
Shift Supervisor:			
How did you find out about PB?	Friend or Family	Website	Email      Social Media      Other

Canvassing Neighborhood/Area _____		(Circle the areas canvassed, see Map for clarification)	
For example: Starr King Neighborhood		Other: _____	

Street(s) Canvassed _____		(For example: Atlantic between Artesia and South, Harding between Orange and Cherry, etc.)	

Types of Outreach (Circle):	Flyers	Pledge Cards	Posters	Phone Calls	Sign-Up Sheets	Door-to-Door
# Items Provided						N/A

	Tally	Shift Total
# Successful Contacts <i>Each person that you were able to talk to.</i>		
# Unsuccessful Contacts <i>Each person that did not want to talk.</i>		
# Repeat Contacts <i>Each person who has heard of PBLB before.</i>		
# Pledge Cards Signed <i>sheet.</i>		
# Volunteers Recruited <i>Each person who signed up to volunteer.</i>		
# Spanish Speakers Contacted		
# Youth Contacted		

Notes/Feedback _____	Use this area to give us your feedback about the outreach process. For example: What worked? What didn't work?



The City of Boston is making \$1,000,000 available through **YOUTH LEAD THE CHANGE**, and **YOU** decide how it will be spent!

Engage in a democratic process in our community to fund capital projects like improvements to parks, libraries, schools and other public spaces. It's a new way to make decisions about publicly funded projects, called **PARTICIPATORY BUDGETING**.

All Boston residents ages  
12-25 can vote!  
text **YOUTHCHANGE** to 877877  
for more info!

Twitter and Instagram: @youthleadboston      Facebook: youthleadthechange

#youthleadthechange  
[boston.gov/youthzone/youthleadthechange](http://boston.gov/youthzone/youthleadthechange)  
[boston.citizeninvestor.com](http://boston.citizeninvestor.com)



# **YOUTH LEAD THE CHANGE**

## **PARTICIPATORY BUDGETING VOTE June 14 - 21, 2014**

**What Would YOU Do With  
\$1,000,000  
to improve Boston!**

- ☐ **I pledge to vote!**
- ☐ **I pledge to bring a friend to vote!**

-----

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

- ☐ **I want to volunteer!**

Name	Email	Phone	Address	City, State, Zip Code	Source of Contact	Notes

## PBNYC/CVH Outreach Video

<https://vimeo.com/121934134>