



Marketing & Outreach To Refugee Communities

International Rescue Committee

Ethiopian Community Development Council

Institute for Social and Economic Development

Southeast Asia Resource Action Center

AFI Resource Center

Overview



- Refugees and IDAs
- Effectively Reaching Refugee Communities
- Lessons Learned
- Resource Center Technical Assistance

Refugee Populations



- Definition of refugees
- “any person who is outside any country of such person's nationality or, in the case of a person having no nationality, is outside any country in which such person last habitually resided, and who is unable or unwilling to return to, and is unable or unwilling to avail himself or herself of the protection of, that country because of persecution or a well-founded fear of persecution on account of race, religion, nationality, membership in a particular social group, or political opinion...”
- Distinction between refugees and asylees
- Relatively smaller populations
- Ethnically diverse
 - (e.g. Burundi, Somali, Karen, Liberian, Bhutanese, and many more..)

Why Refugees?



- Refugees have been successful in using IDAs to build wealth since 1999.
- Office of Refugee Resettlement (ORR) IDA (As of September 2009)
 - Total value of assets purchased is \$33,225,387
 - 3,173 participants have opened accounts (since October 1, 2005)
- Very low ORR IDA participant attrition: < 9%.
- Limited ORR IDA Funding means that IDA demand of refugees greatly exceeds supply
- Effective populations to ensure diverse participants and use all grant monies in community

How to Reach Refugee Populations?



Refugee populations differ in:

- Education
- Literacy
- Understanding and trust of American financial system
- Communication styles

Two Main Factors in Outreach



- Importance of relationships
 - Community leaders
 - Other refugee service providers
- Trust
 - Face to face meetings
 - Visits

Two Main Skills for Successful Outreach



- Linguistic capacity
 - Reliable translations
 - Oral and written translation capacity
- Cultural sensitivity
 - Gender roles
 - Communication styles

Best Tool: Word of Mouth



Pros

- Reliable referrals
- Almost a “prescreen”
- Personal guarantee

Cons

- Takes time to “kick in”
- Communities Change
- Continuous Effort

How To Design Effective Marketing Materials



- Simple fliers
- Separate fliers for home, business, education assets
- Colors & font
- Success stories; pictures of graduates
- Contact information

Use Your Clients' Language



- Simple English language
- Write as you would speak
- Avoid acronyms
- TRANSLATE ACCURATELY
- Example: ***“Double Your Savings”*** or ***“Own A Home!”***
“Start a Business!” ***“Go to College!”***

A Picture is Worth A Thousand Words



- Use pictures of previous clients with their goals
- Use pictures in all training, promotional, marketing materials
- Pictures should reflect target population

Many Other Ways to Outreach



- Ethnic media outlets
 - radio
 - television
 - publications (e.g. newspapers, magazines)
 - websites
- Presentations at schools, faith based centers, in communities
- Use previous graduates as “ambassadors” and interpreters

Where to Outreach



- State Refugee Coordinators:
 - http://www.acf.hhs.gov/programs/orr/partners/state_coordina.htm
- Refugee Service Providers
 - ORR IDA:
http://www.acf.hhs.gov/programs/orr/programs/ind_dev_acc_prg.htm
 - ORR Microenterprise:
http://www.acf.hhs.gov/programs/orr/programs/microenterprise_dev_prg.htm
 - Refugee Agricultural Partnership Program (RAPP)
 - Refugee Employment Providers
- Faith Based Organizations
- Community Based Organizations/Mutual Assistance Associations
 - Southeast Asian Communities: <http://www.searac.org/maa/index.html>

Where to Outreach



- Refugee Businesses or Refugee Frequented Businesses
- Large Refugee Employers
- Apartments where they are resettled
- Schools:
 - English as a Second Language Courses
 - Community Colleges
 - Vocational Schools

Lessons Learned



- Many refugees make great IDA participants
- Outreach is ongoing
- New communities, new strategies
- Cultivate relationships (advisory, focus groups)
- Pay for outreach (hire 'Outreach Specialist')
 - Hiring one within the community may be most economical
- Set monthly outreach goals
- Staff need to be in the community and in the office

What Can the AFI Resource Center Do For You?



- Assist you in designing project- specific outreach
- Recommend community resources and partners
- Provide access to outreach materials
- Provide access to translated project forms
- Recommend financial education curricula
- Recommend project design tweaks, such as helping clients build a credit history and understand the U.S. financial system

AFI Resource Center Contact Information

Phone: 1-866-778-6037

Email: info@idaresources.org

Web: <http://www.acf.hhs.gov/assetbuilding/>
<http://www.idaresources.org>

Ask for help on refugee outreach!