

# TALK TO PARTNERS & GROUPS

Partnerships are critical to reaching a broader audience. ASK allows partnerships with diverse groups such as pediatricians, public health organizations, education associations, and many others. While some of these groups may not primarily focus on gun violence prevention, they share our goal to keep kids safe.

By framing gun violence as a matter of health and safety, not politics, we can expand our reach and spread our message further.

Think about where parents get credible information about health and safety issues.

Who in your community or state can reach the largest number of parents?

Organization: \_\_\_\_\_

Website: \_\_\_\_\_

Organization: \_\_\_\_\_

Website: \_\_\_\_\_

Organization: \_\_\_\_\_

Website: \_\_\_\_\_

Organization: \_\_\_\_\_

Website: \_\_\_\_\_

You can save lives by making connections with these groups in your community!

## 5 STEPS TO TAKE:

1. **RESEARCH** the group you are reaching out to by visiting the website. Find out about the mission and how the group reaches its audience (mailings, email alerts, newsletters, etc.). While you are on the site, sign up for the group's emails—they may help you generate ideas.
2. **FOCUS** on initiating the conversation with the group or individual. Listen, learn about the work, and seek common ground.
3. **ASK** the group (or individual) to promote the campaign in whichever way it reaches its audience.
4. **SEND** groups sample graphics and text (available at [www.askingsaveskids.org](http://www.askingsaveskids.org)).
5. **FOLLOW UP** with the group/individual, ask for a copy of anything sent that includes ASK, and if possible find out the number of people reached.

## 5 TIPS WHEN REACHING OUT:

1. **PAIR** statistics with local or personal stories to make a compelling case.
2. **EXPLAIN** how ASK complements the group or individual's mission and work.
3. **DON'T** make it about politics. Any parent of any political affiliation can and should ask this question.
4. **BE** clear and concise in your conversations.
5. **THINK** about low-cost, high-impact outreach efforts. Materials are expensive, so consider ways the group or individual can incorporate the ASK concept into everyday work.

## SUGGESTED GROUPS AND ORGANIZATIONS FOR OUTREACH

### Groups that you know support gun violence prevention work

- These groups are great and important to our work, but you should think of groups not primarily focused on gun violence prevention.

### Groups that you might not know support our work

- School districts
- Hospitals (especially children's hospitals)
- Police associations and other law enforcement groups

## Partnering Locally: Spotlight on Allegheny County, PA

The ASK Campaign effort in Allegheny County is a great model for suggested outreach in your community. It is a county-wide effort involving support from a variety of organizations including the following:



Allegheny County Department of Human Services

Allegheny County Housing Authority

Allegheny County Medical Society

Pittsburgh Public Schools

American Academy of Pediatrics, PA Chapter

Children's Museum of Pittsburgh

Pittsburgh Bureau of Police

United Way of Allegheny County

Urban League of Greater Pittsburgh