

Do It With Data

10 Tips for Enhancing Your Outreach

Women Work! knows that data is a critical tool in the fight for women's economic security, so we strive to provide data that's timely, relevant, accurate and, most importantly, easy to use. We have developed fact sheets on the status of displaced homemakers and single mothers in every state! The following 10 tips will help you use the data to educate, advocate and raise funds for local projects!



1 Print Your Opinion! Write to the editor of your local newspaper about the challenges and needs of women in your community or how community members can help your cause. Use the facts to back up your point.

2 Shout Out To Congress! Include statistics in your letters to local, state and federal legislators to let them know about the status of women in your state and what resources they need.

3 Send It Down the Grapevine! E-mail the fact sheet to other individuals and organizations that advocate for women's economic security. High school counselors, career centers, job trainers and advocacy groups can use these facts to promote their causes.

4 Share the Stats! Include the facts in your newsletters, on your web site and in your publications to remind your supporters what's left to achieve.

5 Make It Your Own! Choose a few facts from your state to print on your own bookmarks, fact cards or bumper stickers and spread the word on the status of women.

6 Promote Your Program! Print statistics in newspaper ads or flyers to recruit program participants and supporters.

7 Empower Women! Show women in your program that they're not alone. Use the data to demonstrate that many other women face the same challenges they do.

8 Partner Up! Motivate community organizations or businesses to support your job training program by providing internships for the women you serve.

9 Amp Up Your Grants! Tell your funders exactly how many women in your state are in need of services, using statistics from your state's fact sheet. Including facts shows that you've done your research and that their money will help support a worthy cause.

10 Build Your Bank! Use the facts to motivate community members to donate to a fundraiser, whether it's a small bake sale or a large sponsored event. Show people what their money can do and who they can help.

Chutes and Ladders

The Search for Solid Ground for Women in the Workforce
Full report and state fact sheets available at www.womenwork.org

