

PROPOSAL

COMMUNITY OUTREACH

Prepared by: Robin Komie-Banks

PROJECT DESCRIPTION

I would like to propose a new community engagement initiative that positions JCC Chicago as a more visible and approachable presence at local events throughout the year. By attending and tabling at neighborhood fairs, festivals, and other gatherings, we can meet people where they are, connect face-to-face with potential participants, and build meaningful relationships with the broader community.

GOALS

- Increase awareness of JCC Chicago programs and services
- Create more in-person touchpoints for outreach and engagement
- Offer staff a chance to connect with the community outside of our buildings
- Reinforce our presence as a vital community hub

PROPOSED RESPONSIBILITIES

- I will research and identify relevant events across the Chicagoland area that align with our mission and values
- I will coordinate with program directors to determine interest, alignment, and staffing availability for each event
- I will attend events as part of the staffing rotation and help support day-of logistics
- I will create a branded marketing kit to be used at all outreach events, including brochures, signage, giveaways, etc.

CONT.

PROPOSAL

COMMUNITY OUTREACH

Prepared by: Robin Komie-Banks

PROJECT CONT.

Budget Considerations

Some events do charge a fee to table. I'd like to explore whether existing program or marketing budgets might have flexibility, or whether a small outreach line item could be created. I'm happy to work within existing resources and will present options and costs as they come up.

Why Now

As we continue to grow our reach and impact, this kind of community-facing effort supports both engagement and visibility goals. It allows us to be more proactive and relational, not just promotional—and it's a fun, energizing way for staff to connect with people.

NEXT STEPS

- Seek approval from Karen and Lauren to move forward with planning
- Determine potential budget needs (particularly for events with tabling fees)
- Connect with program directors to establish interest and availability
- Build a simple outreach calendar and marketing toolkit

FINAL THOUGHTS

This initiative is a natural extension of the work we already do to build meaningful relationships across our community. By increasing our presence at public events, we can strengthen our visibility, create new opportunities for engagement, and reinforce the JCC's role as a vibrant, welcoming space for all. I'm excited to take the lead on this effort and look forward to collaborating across departments to make it a success.