

PFLAG

PFLAG Chapters are crucial members of our communities. As organizers, it is on us to think about how we can reach out and build relationships with people across our community to get the message out about the great work that PFLAG does. A great place to start is filling out this community mapping chart.

Print out at least one of these charts for every member of your PFLAG board. Have everyone fill each box with organizations, schools, community partners, and leaders in your community. Definitely be sure to list organizations you are affiliated with. It's okay if you duplicate organizations with other people on your board, but try to get as many listings as possible. After you've exhausted all your list options, come back together with your board and discuss what organizations you've come up with, where you struggled, and what you learned.

After you've listed your potential community partners, you might be overwhelmed about where to go from there. That's totally normal, you have a huge list of new possibilities for outreach! Some ideas of where to go from here:

1. Highlight a certain number of organizations and make a plan for who is going to reach out to each organization before your next board meeting. From there, do an introductory email sharing about PFLAG and asking how you can partner with them or search for their website or social media to find out more about what the group is up to and dog-ear some events to have a chapter member attend.
2. Rank the groups you came up with in terms of: short term outreach, medium term outreach, and long term outreach. Make a timeline of when you think outreach to these groups might be most advantageous.
3. Spend some time thinking about how each organization might bring value to your chapter. Is this an organization that might be a great partner in strengthening the chapter's relationship with community schools? Will this relationship hopefully continue to elevate your chapter's diversity and inclusion work?
4. Did you have a hard time filling a particular box with ideas? Maybe your community is more socially conservative and you don't see the city resources as a potential ally.

Maybe you're in a rural community and there aren't a lot of other nonprofits in your area. What do these absences and challenges mean for your chapter?

5. Think about how existing partnerships might be strengthened by bringing in additional partners. Is there a role for your PFLAG chapter in forming a coalition to support an event, advocacy campaign, or community project?

<p>Which K-12 schools can you work with? Are there GSAs, faculty and staff affinity groups, guidance counselors, or PTAs you might consider networking with?</p>	<p>Are there universities, community colleges, or trade schools that you can work with? Are there LGBTQ student, faculty, or staff groups? Is there a gender studies or history department that might be a good place to reach out?</p>	<p>How are people meeting one another in your community virtually? Are there community Facebook groups for like minded people in your area that might be a good place to do some outreach?</p>	<p>What other nonprofits, like your local chapter of LULAC, Unidos, or NAACP, are active in your community? Think beyond LGBTQ community groups!</p>
<p>What resources exist in your city that might be helpful for your chapter? Think: what does your relationship with your community library look like? Could you build relationships with the Mayor's office or city council?</p>	<p>Are there affirming churches/synagogue s/temples in your area? Are there youth groups formed within them?</p>	<p>How are people in your community getting their news? What does your community newspaper or television station regularly publish?</p>	<p>What community groups exist where people gather, perhaps even to do service? Think Lions, local theater troupes, choirs and bands, and the like?</p>

