



Tucson Neighbors Building Community Door-to-Door Business Outreach Project

Purpose of Business Outreach Effort:

- Make person-to-person contact with businesses
- Obtain contact information for owner or manager
- Let businesses know about the neighborhood project
- Learn the business perspective of meth issues
- Invite businesses to become involved in the neighborhood project

Why is business outreach important?

- Businesses are part of the community
- Businesses may be able to implement strategies that reduce meth related crime (examples: lighting, landscaping, etc.)
- Businesses may be willing to participate in neighborhood projects or events

Instructions

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Plan the Outreach Effort

Create a list of targeted businesses and an outreach assignment map
Volunteers agree to contact certain businesses or areas
Keep to a manageable number – the quality of contact is important
Volunteers agree to create a contact list and compile survey results

Contacting a Business

- Call the business and make a 15-20 minute appointment with owner or manager to discuss the TNBC project

Visit the Business

- Bring your documents
- Conduct the survey
 - Introduce yourself and explain why you are there
 - Ask the questions on the questionnaire
 - Fill in the answers as completely as possible
 - Collect the contact information
- At the end provide a flyer on the neighborhood project and the events/activities planned
- Provide information on next meeting date and location with a personal invitation to attend



Business Outreach Survey Tucson Neighbors Building Community

Date:	TNBC Volunteer:
Business:	Address:
Contact Name:	Title:
Phone Number:	E-mail:
Owner Name:	Business Type:

1. Has your organization experienced a crime on site in the last 18 months?

_____ Yes _____ No

If yes, mark all that apply:

_____ Domestic violence assault _____ Theft – break-in or other external
_____ Theft – embezzlement _____ Graffiti or other damage
_____ Other: _____

2. How well prepared are your organization's managers and employees to recognize the signs of meth use or addiction?

_____ Not at all _____ A little _____ Very well

3. Do you have a process in place if management does recognize drug use in an employee?

_____ Yes _____ No

4. Do you perceive that meth use or sale is a problem for your business?

_____ Yes _____ No

5. Do you perceive that meth use or sale is a problem for the neighborhood?

_____ Yes _____ No

6. Would you be interested in supporting the neighborhood's efforts?

_____ Yes _____ No



The Next Steps

Contact List:

Create a contact list with business contact information
Microsoft Excel can be used to mail merge labels and letters
Update and maintain the list as management or ownership changes

Survey Information:

Compile the survey information into a report
Are there any trends?
Example: 8 of 10 businesses report experiencing theft break-ins

Outreach Event:

Develop an outreach event that provides solutions to business issues
Use the solutions to the issues in your marketing
“Learn 5 Ways to Protect Your Business from Break-Ins”
On going question
“How can business benefit from partnership with us?”

Stay Connected:

Create person to person relationships
Keep in touch when management or ownership changes
Personal invitations are very powerful – use for events and meetings
Encourage the neighborhood to patronize business partners
Gratitude – use both formal and informal methods