

Outreach & Promotional Guide

This guide will share the best practices and resources to help with recruitment of program participants.

Objectives:

1. Provide a fun and friendly opportunity for patients, caregivers, and family members to meet one another and share common experiences.
2. Familiarize participants with the Patient Empowerment Network (PEN) mission, the mission of Cancer Support Community, and the tools and resources (such as the Cancer Experience Registry and PEN website) available.
3. Teach participants how to use technology to empower themselves with information about their disease and employ useful tools and resources to aid their journey.

What Participants Need to Know/Bring:

1. No prior technical/computer experience is necessary.
 - a. The premise of digital sherpa™ is to meet each participant “where they are”. This can vary greatly between participants. Some have very little experience while others are already tech-savvy and come to the workshop wanting to learn a specific skill. Therefore, the program is self-paced and individualized.
2. Personal laptop, tablet or smartphone (or access to computers if the program is offered at a facility with equipment)

Assets: Sample media and language - please feel free to tweak these suggestions to fit your voice

1. Flyer: [Example 1](#) & [Example 2](#)
2. [Postcard](#)
3. Best Practice Tip: We have found that it is best to avoid focusing solely on “technology” or “technology workshop” when recruiting members.

Resources: To aid in recruiting hesitant members

1. Andrea Caldwell Testimonial | You Don't Need to Feel Intimidated – Andrea Caldwell of Gilda's Club Kentuckiana shares her experience with digital sherpa™ and why members shouldn't feel intimidated to participate.
2. digital sherpa™ Program – Video produced from Patient Empowerment Network's first digital sherpa™ workshop that explains more about the workshop and shares testimonials from patients and volunteers.

Branding: All program communications should use Patient Empowerment Network and utilize digital sherpa™ program branding in all program communications and promotions.

- A brand guide can be found [here](#).