



OUTREACH REPORT

Event: Bloomington PRIDEfest

Date: August 3, 2024

Location: Downtown Bloomington

Report Completed by: Adam Carter, CEO

Staff Attended: A. Carter, S. Carter-Mills, B. Bauman, A. Morrison, F. Goodman, A. O'Keefe (Board Member), S. Pfile, M. Eads, E. Danielson, I. Shukla, & M. Johnson

Event Information:

PATH Inc. participated in the 2024 Bloomington PRIDEfest with a 988/211 outreach tent to increase awareness of our crisis and community support services. The event attracted approximately 7,500 attendees, offering a significant opportunity to engage with a diverse audience.

Activities and Engagement

- **Giveaways:** Over 2,000 fans with 988/211 contact information were distributed, providing a practical item for attendees while reinforcing PATH's mission and visibility.
- **Information Sharing:** Staff engaged directly with attendees, answering questions about our services and providing information about how to access help through our crisis and referral hotlines.
- **Feedback Collection:** Attendees expressed interest in more detailed printed materials about specific services and resources, as well as additional ways to connect digitally.

Key Metrics

Event Attendance: 7,500 individuals

Giveaway Distributed: 2,000 (Pride fans with 211 and 988 information on them)

Engagements: Dozens of meaningful conversations with attendees seeking crisis and resource information.

Evaluation

The event was highly successful in increasing awareness of PATH Inc.'s services and engaging a diverse audience. However, the popularity of the giveaways highlighted the need for additional items next year. Feedback also indicated that attendees are interested in accessing information through both print materials and digital platforms.

Recommendations for Next Year

- **Increase Giveaway Inventory:** Order at least 3,000 fans or equivalent giveaway items to accommodate the larger crowd size and demand.
- **Introduce QR Codes:** Provide QR codes at the booth to give attendees instant access to our website and additional resources.
- **Expand Paper Materials:** Bring more printed materials with detailed information about our services, addressing specific areas of interest such as mental health support, housing resources, and financial assistance.
- **Enhanced Booth Design:** Consider adding a banner or display board summarizing our key services for attendees who prefer self-guided browsing.

Conclusion

Bloomington PRIDEfest 2024 provided an excellent platform for PATH Inc. to promote our 988/211 services and connect with the community. By implementing the recommended improvements for next year, we aim to maximize engagement and further strengthen our presence in the community.