

Outreach to Specific Communities

Folks who are part of this community are best to be able to reach out to their own communities, be it LGBTQ, Jewish, Latinx, Black, Chinese, Vietnamese etc.

Here are some things to consider:

- 1) Reach out to your person networks. Who do you know in these communities? Are there people who have influence in this community?

- 2) What are the issues that this community cares most about? Where do these overlap with Bernie's platform? What is the 30 second elevator pitch you'd do on Bernie to them? Create a flyer to help get his name and ideas out. The SF Berniecrats have a graphic designer who can help out.

- 3) What are the places that this community congregates? Merchant corridors, events, festivals, cultural centers, schools? Where would be a good place to get Bernie's name and ideas out? To register people to vote?

- 4) What are the media and social media platforms that this community uses? (E.g., there are two major Chinese newspapers in SF, one major TV channel and some smaller networks, and they're often on the social media platform WeChat)

- 5) Make sure you register Bernie supporters in this community to vote!