

WHO *AREN'T* WE REACHING?

Of course think in terms of these groups:

- Income levels
- Race/ethnicity
- Newer immigrant groups
- Sexual orientation
- Different physical abilities
- Gender
- Different age groups

But also think in terms of:

- Single people
- Parents with dependent children
- Professionals
- Rural, suburban and urban

Keep in mind that you may reach an expanded cross section of people by featuring the collection, events and classes you offer around particular issues:

- Illiteracy
- Drug awareness
- Child and other abuse in the family
- Environmental awareness
- Wellness

Make a concerted effort to partner with other agencies that already reach populations such as runaway teens, women shelters, cancer support groups and so on.