



**IMPACT WV**

# Outreach and Recruitment Outcomes Summary

[impact.cedwvu.org](http://impact.cedwvu.org)

## Why was this analysis done?

In this work, we wanted to see if we were getting information about the IMPACT WV program out to everyone who might benefit from knowing more about it. We looked at the number and types of community events and other ways we tried to connect with our WV communities, how many new partnerships were made, and how many client referrals came in.

The goal was to understand how successful these efforts were. This information helps the team know if they are reaching the right people and how they can do better in the future.

## What was done?

The IMPACT WV team used Facebook, the IMPACT WV website, emails, and events to interact with the community. They looked at how many people visited the website, what pages they looked at, how long they stayed, and how they moved through the site. They also reviewed emails, events, and special outreach campaigns. The goal was to see how partner and family engagement has changed and grown over time.

## What was found?

The team held 57 events with other partners. They sent emails, met with partners, and hosted reflection sessions. These actions led to:

- 133 new partnerships
- 195 women and families reached
- 38 possible client referrals to the program
- 52 pieces of information shared

Website visits went up from 6,236 in 2019 to 28,930 in 2023. Most visitors used a desktop computer. Facebook activity also increased, especially during special campaigns.

## What do the results mean?

Using many outreach tools—like events, digital messages, and direct contact—helped the team connect with families. These actions led to:

- 133 new partnerships
- 57 events
- 195 families reached directly

This shows that how we try to reach out to people is working. Website traffic and views rose each year from 2021 to 2023, with over 88,000 total page views. Facebook reach grew during targeted campaigns.

In short, combining face-to-face outreach with digital tools worked. It helped people learn about the program, grow interest, and stay involved.

