



5 TIPS FOR DOING OUTREACH AT SCALE (PREFERABLY WITHOUT BREAKING THE BANK)

Dr. Michael Reid
*Public Outreach Coordinator ,
Dunlap Institute*



At Dunlap, we run 5+ outreach events each year with audiences of ~500 to as many as 20,000 people (on top of a full schedule of other programming).

We do this with < 1 staff member and lots of volunteers.



**Astronomy on Tap T.O. attracts ~500 people
3-5 times a year. 55% are first-timers.**



Our public observing events attract 3000 to $>10,000$ people for eclipses, transits, and just planets.



SpaceTime, our newest event, focuses on underserved demographics and neighbourhoods.

**8 years ago, we had trouble getting
50 people to come to our events.**

What changed?

5 tips for scaling up your outreach

1: Partner wisely

Choose partners whose goals and expectations align with your own. Poorly-aligned partners will create *stress* and bad outcomes.



2: Go to your audience

To attract a wide audience, don't wait for them to come to you. Go where they go, when they go there.



3: Give them what they want

Scientists communicate using math, graphs, and jargon. Non-scientists prefer images, analogies, and narratives.



4: Free is freeing

Free events are more equitable. They attract large, diverse, audiences. They free you from a ton of logistics. (But there can be perception-of-value issues at first.)



5: Repeat, repeat, repeat

Once you find a formula that works, don't abandon it! Repetition is resource and time efficient, it builds audience, and it helps with branding.

**That's what works for
us.**

What works for you?

DUNLAP INSTITUTE *for* ASTRONOMY & ASTROPHYSICS

www.dunlap.utoronto.ca



Dunlap Institute for
Astronomy & Astrophysics
UNIVERSITY OF TORONTO

- 6: Be aspirationally diverse**
- 7: Let the cosmos guide you**
- 8: Take care of your volunteers**
- 9: Drop what doesn't work**
- 10: Always debrief after events**