

Bank on San Francisco Outreach Strategy

Potential Partnerships

Market segment/ Targeted Demographic	Geography/Community	Organization & Primary Contact	Proposed Activity <i>(including media and venue)</i>	Lead <i>(name and institution)</i>	Proposed Date
Wired residents	English and Spanish speaking city wide	One Economy	Online training at: thebeehive.org		
City College students	Main campus (Phelan/Ocean) General student body		Stuffer attached to student aid checks		
City College students	Evans campus Apprenticeship and vocational training (African-American population)	School of Applied Science & Technology 1400 Evans Avenue			
City College students	Mission campus ESL students, working adults	375 Alabama Street			
City College students <i>Southeast campus also houses a career placement program and a HEADSTART program</i>	Southeast campus Vocational training, ESL, working adults (African-American and Samoan populations)	1800 Oakdale			
ESL classes	Spanish speaking	Mission Language and Vocational			
Immigrants	Matricula card holders	Mexican consulate			
Immigrants	Consular card holders	Guatemalan consulate			
Spanish speaking	Citywide	Univision	PSAs about the BoSF program promoting logo placement and brand awareness		

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Spanish speaking	Citywide	Telemundo	PSAs about the BoSF program promoting logo placement and brand awareness		
Spanish speaking	Citywide	La Raza (93.3) “El Cucuy”	PSAs about the BoSF program promoting logo placement and brand awareness		
Community residents	Mission	Mission Asset Fund	Booth at asset building fair		September
Community Residents	Bayview	San Francisco Housing Development Corporation (SFHDC) Jeannette Fisher-Kouadoo	Financial education for Chexsystems reform		
Vietnamese	Tenderloin	Indochinese Housing Development Corporation (IHDC)	Financial education for unbanked parents through afterschool program offered by IHDC	Rosana Yu	Fall 2006
Young working adults	citywide	Juma Ventures Gabe Mello 131 Steuart Street, Suite 201 (94105)			
Unions	citywide	United Food and Commercial Workers – Local #648 Michael Sharpe 1980 Mission Street (94103)			

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Public assistance recipients	citywide	City of San Francisco			
Working Family Credit recipients	citywide	City of San Francisco			
Parents	Bayview/Visitation Valley Mission/Potrero Hill Western Addition South of Market Ingleside	Elementary schools School Principal	Open House sponsor		
Parents	Bayview/Visitation Valley Mission/Potrero Hill Western Addition South of Market/Tenderloin Ingleside	Middle schools School Principal			
Parents	Bayview/Visitation Valley Mission/Potrero Hill Western Addition South of Market/Tenderloin Ingleside	High schools School Principals			

