

Engagement plan template with example

Neighborhood

Cleveland Neighborhood

Time frame

3 years

Plan detail

Demographic group	<i>Tenants</i>	Homeowners	Students under 18	Seniors
Numbers or percentage	31% (394)	65% (824)	22.1% (715)	22.1% (715)

Demographic group	Tenants	Homeowners	Students under 18	Seniors
Initiative, activity, project or program	<i>Block leaders, Safety Patrol walks, Surveillance rebate program, Community night, Gift wrapping fundraiser.</i>	<i>Block leaders, Safety Patrol walks, Surveillance rebate program, Community night, Home renovation loans, Gift wrapping fundraiser</i>	Youth nights Clean City Youth, Step up program. Toys for tots. Bikes for kids. Holiday sponsorship program.	<i>Surveillance rebate program, Community night, Cleveland cares</i>

Demographic group	Tenants	Homeowners	Students under 18	Seniors
Barriers to engagement	<p><i>Accessing apartments</i></p> <p><i>Some adults don't speak English</i></p> <p><i>Feeling unwelcome at meetings</i></p> <p><i>They do not have time to join our committee and board meetings. Or just not interested. No access to social media.</i></p>	<p><i>They do not have time to join our committee and board meetings. Or just not interested. No access to social media. Or they aren't occupying the home they own. May have renters instead.</i></p>	<p>Sometimes we can only communicate through the children that live in a home where English isn't fluent. Not completely motivated</p>	<p>Some seniors aren't mobile and can't leave their home to join in on most programs, events, and meetings. No access to technology to keep up with info we post online. A few are either blind or hard of hearing.</p>
Outreach and engagement strategies	<p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Door-knocking</i></p> <p><i>Social media campaign</i></p>	<p><i>Connect with property managers/owners</i></p> <p><i>Door-knocking</i></p> <p><i>Social media campaign</i></p> <p>Newsletters</p>	<p><i>Connect with youth and parents, caregivers</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Door-knocking</i></p> <p><i>Social media campaign</i></p> <p>Newsletters, And working with the school in the neighborhood</p>	<p>Weekly check ins with our seniors either in person or by phone</p> <p>Door-knocking</p> <p>Social media</p> <p>Newsletters</p>

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Resources needed	<i>Social media account and manager of the account</i> <i>Contact information for property owners/managers</i> <i>Door-knocking logs</i> <i>Flyers with neighborhood organization information</i> <i>Talented individuals in the community block leaders</i> <i>Volunteers and employee funding</i> <i>CNA and NRP funds</i> <i>Events</i> <i>Grants and Fundraising</i>	Social media, email account, basic contact info Survey monkey Door-Knocking Flyers with neighborhood info <i>Talented individuals in the community block leaders</i> <i>Volunteers and employee funding</i> <i>CNA and NRP funds</i> <i>Events</i> <i>Grants and Fundraising</i>	Door-Knocking Flyers with neighborhood info <i>Talented individuals in the community block leaders</i> <i>Volunteers and employee funding</i> <i>CNA and NRP funds</i> <i>Events</i> <i>Grants and Fundraising</i> Schools and their members: Teachers, Students, and parents	Door-Knocking Flyers with neighborhood info <i>Volunteers and employee funding</i> <i>CNA and NRP funds</i> <i>Events</i> <i>Grants and Fundraising</i>

Demographic group	<i>Tenants</i>	Homeowners	Students under 18	Seniors
Partners in the work	<i>City of mpls</i> <i>MPRB</i> <i>Surrounding Neighborhood Associations</i> <i>CNA Sponsors, Volunteers, CNA staff, And Grant Partners</i>	<i>City of mpls</i> <i>MPRB</i> <i>Surrounding Neighborhood Associations</i> <i>CNA Sponsors, Volunteers, CNA staff, And Grant Partners</i>	<i>City of mpls</i> <i>MPRB</i> <i>Surrounding Neighborhood Associations</i> <i>CNA Sponsors, Volunteers, CNA staff, And Grant Partners</i>	<i>City of mpls</i> <i>Responsible parties of seniors (If needed)</i> <i>MPRB</i> <i>Surrounding Neighborhood Associations</i> <i>CNA Sponsors, Volunteers, CNA staff, And Grant Partners</i>
Person(s) responsible	<i>Outreach staff name(s)</i> <i>Danecha Gipson (Executive Director)</i> <i>Volunteers / Board Members</i>	<i>Danecha Gipson (Executive Director)</i> <i>Volunteers / Board Chair- Board Members</i>	<i>Danecha Gipson (Executive Director)</i> <i>Volunteers / Board Chair – Board Members</i>	<i>Danecha Gipson (Executive Director)</i> <i>Volunteers / Board Chair -Board Members</i>

Demographic group	Tenants	Homeowners	Students under 18	Seniors
Timeline	<p><i>Do all marketing within 4 months before each event. Door-Knocking, Social media postings, Website update. Newsletters. Do check-ins monthly and weekly leading up to programming and events</i></p> <p><i>-Live on the drive</i></p> <p><i>-Annual Party</i></p> <p><i>- Summer workshops</i></p> <p><i>- Committee Events</i></p>	<p><i>Do all marketing within 4 months before each event. Door-Knocking, Social media postings, Website update. Newsletters. Do check-ins monthly and weekly leading up to programming and events</i></p> <p><i>-Live on the drive</i></p> <p><i>-Annual Party</i></p> <p><i>- Summer workshops</i></p> <p><i>- Committee Events</i></p>	<p><i>Do all marketing within 4 months before each event. Door-Knocking, Social media postings, Website update. Newsletters. Do check-ins monthly and weekly leading up to programming and events -Live on the drive</i></p> <p><i>-Annual Party</i></p> <p><i>- Summer workshops</i></p> <p><i>- Committee Events</i></p>	<p><i>Do all marketing within 4 months before each event. Door-Knocking, Social media postings, Website update. Newsletters. Do check-ins monthly and weekly leading up to programming and events -Live on the drive</i></p> <p><i>-Annual Party</i></p> <p><i>- Summer workshops</i></p> <p><i>- Committee Events</i></p> <p><i>- Cleveland Cares Summer/ Fall program</i></p>

Demographic group	<i>Tenants</i>	Homeowners	Students under 18	Seniors
Quantitative goals	<p>Obtain contact information for 50% of residents who received door knocks.</p> <p>Conduct door knocking outreach to 90% of Cleveland residents by the end of 2022</p> <p>Connect with members in 90% of identified demographic groups through multiple methods of outreach.</p>	<p>Obtain contact information for 50% of residents who received door knocks.</p> <p>Conduct door knocking outreach to 90% of Cleveland residents by the end of 2022</p> <p>Connect with members in 90% of identified demographic groups through multiple methods of outreach.</p>	<p>Obtain contact info for all Parents, Guardians, And Caregivers, work with Lucy Craft Laney's parent group to connect with the families that live in the CNA neighborhood.</p>	<p>Obtain contact information for 50% of residents and Caregivers or responsible parties who received door knocks.</p> <p>Conduct door knocking outreach to 90% of Cleveland residents by the end of 2022</p> <p>Connect with members in 90% of identified demographic groups through multiple methods of outreach.</p>
Qualitative goals	<p>Identify top needs of Cleveland residents through survey responses in multiple channels.</p> <p>Engage more underrepresented residents in Cleveland Board activities and communities</p>	<p>Identify top needs of Cleveland residents through survey responses in multiple channels.</p> <p>Engage more underrepresented residents in Cleveland Board activities and communities</p>	<p>Identify top needs of Cleveland residents through survey responses in multiple channels.</p> <p>Engage more underrepresented residents in Cleveland Board activities and communities</p>	<p>Identify top needs of Cleveland residents through survey responses in multiple channels.</p> <p>Engage more underrepresented residents in Cleveland Board activities and communities</p>

Demographic group	Tenants	Homeowners	Students under 18	Seniors
Outcome of engagement	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p>
Next steps	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p>	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p> <p><i>Coming up with a timeline to gather further information to make program changes.</i></p>	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p> <p><i>Coming up with a timeline to gather further information to make program changes.</i></p>	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p> <p><i>Coming up with a timeline to gather further information to make program changes.</i></p>

2025 Amendment

Cleveland

TIMELINE

Jan - have orientation completed

Feb - have first quarterly newsletter posted

Mar - start Suboxone/ cpr training

GOALS

1. Host more workshops
2. Do more partnerships
3. Door knock at least 300 homes by the end of 2025