

VOICES BOARD MEMBERS  
Albert Farias, Chairperson  
Jaime Rabb, Vice Chairperson  
Vacant, Corresponding Secretary  
Ingrid Guevara, Parliamentarian  
Kamil Benoit, Recording Secretary  
Steven Nieto, Treasurer  
Parker Rand, At-Large Rep  
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Edward Garren, Area 4 Rep  
Sara Zurita, Non-Profit Rep  
Kelvin Guevara, Education Rep  
Anita Gray, Youth Rep  
Vacant, Faith-Based Rep



OUTREACH COMMITTEE MEMBERS  
Jaime Rabb (Chair)  
Steven Nieto (Board Member)  
Anita Gray (Board Member)  
Erica Helphand

## “Special” Joint Board & Outreach Committee Agenda

Wednesday, August 12, 2020, 6:00PM-8:00PM

**Zoom Meeting Online or By Telephone**

<https://zoom.us/j/92542582729>

**Dial (669) 900-6833 to Join the Meeting**

**Then Enter This Webinar ID: 925 4258 2729**

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- 1. Call to Order & Introductions**
- 2. Public Comment on non-agenda items** (2 minutes per speaker)
- 3. Approval of Minutes from March and May 2020 meetings** (3 mins)
- 4. Presentation by Julia Cox, The Civics Center for NPG Request** - Discussion / Report / possible action to bring to full board (30 mins.)  
Request for \$4,000 to help educate youth on the importance of voter registration  
Proposed Action: Recommendation to the VOICES NC board on NPG request.
- 5. Planning & Land Use Door Tag** - Discussion / Report / possible action to bring to full board (30 mins.)  
Design door tag advertising Voices NC Planning & Land Use Committee  
Proposed Action: Recommend to the VOICES NC board the final design elements for approval.
- 6. Election & Outreach Strategy** - Discussion / Report / possible action to bring to full board (15 mins.)
- 7. Dissemination of Swag/Heart of South LA Items** - Discussion / Report / possible action to bring to full board (15 mins.)
- 8. Request for future agenda items**
- 9. Adjourn**

In conformity with the Governor's Executive Order N-29-20 (March 17, 2020), and due to public health concerns and directives issued by the Mayor of Los Angeles and Los Angeles County Public Health Department regarding reducing the spread of COVID-19, meetings of the VoicesNC will be conducted entirely by video conference or telephonically. This will be effective starting May 1, 2020 and will continue during the period in which state or local public health officials have imposed or recommended social distancing measures.

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### NOTICE TO THE PUBLIC

The City of Los Angeles Code of Conduct will be enforced to ensure the Voices Neighborhood Council meetings are collaborative, supportive, and respectful of divergent opinions.

### QUORUM

The Voices Neighborhood Council has 14 elected positions and one nominated position. The Voices Neighborhood Council must have eight members present for quorum to conduct official business.

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#### **AMERICANS WITH DISABILITIES ACT (ADA)**

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#### **PUBLIC ACCESS OF RECORDS**

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#### **CONSIDERATION AND GRIEVANCE PROCESS**

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#### **SERVICIOS DE TRADUCCION**

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#### **NOTICE TO PAID REPRESENTATIVES**

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#### **RALPH M. BROWN ACT**

54954.2. (a) At least 72 hours before a regular meeting, the legislative body of the local agency, or its designee, shall post an agenda containing a brief general description of each item of business to be transacted or discussed at the 5 meeting, including items to be discussed in closed session. A brief general description of an item generally need not exceed 20 words. The agenda shall specify the time and location of the regular meeting and shall be posted in a location that is freely accessible to members of the public. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. The agenda shall include information regarding how, to whom, and when a request for disability-related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting.

#### **REMOVAL WARNING**

In the event that any meeting is willfully interrupted by a group or groups of persons so as to render the orderly conduct of such meeting unfeasible and order cannot be restored y the removal of individuals who are willfully interrupting the meeting, the members of the legislative body conducting the meeting may order the meeting room cleared and continue in session. Only matters appearing on the agenda may be considered in such a session.

Representatives of the press or other news media, except those participating in the disturbance, shall be allowed to attend any session held pursuant to this section. Nothing in this section shall prohibit the legislative body from establishing a procedure for readmitting an individual or individuals not responsible for willfully disturbing the orderly conduct of the meeting.

Government code Section 54957.9

#### **DISRUPTION OF MEETINGS**

Any person who interferes with the conduct of a Neighborhood Council meeting by willfully interrupting and/or disrupting the meeting is subject to removal. A Peace Officer may be requested to assist with the removal by the Neighborhood Council.

Any person who resists removal by a Peace Officer is subject to arrest and prosecution. Penal Code Section 403, Penal Code Section 602.1(b)

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OUTREACH COMMITTEE MEMBERS  
Jaime Rabb (Chair)  
Steven Nieto (Board Member)  
Anita Gray (Board Member)  
Erica Helphand

## “Special” Joint Board & Outreach Committee Agenda **MINUTES**

Wednesday, March 11, 2020, 5:30PM-8:00PM

Vermont Square Branch Library

1201 West 48th Street, Los Angeles, CA 90037

*Out of an abundance of caution due to the possible attendance and participation of a majority of Voices Neighborhood Council Board Members at this Special Joint Committee meeting, this meeting is noticed as a Special Joint Meeting of the Committee and the Board, in adherence with the State’s Brown Act. No action will be taken on behalf of the Board at this meeting of the Committee. Only Committee Members are allowed to vote.*

**1. Call to Order at 6:05pm & Introductions**

**Present:** A. Farias, S. Nieto, E. Helphand, I. Guevara and O. Perez

**2. Public Comment on non-agenda items (2 minutes per speaker) none**

**3. Approval of Minutes from January 2020 meeting**

**Motion:** E. Helphand; **Second:** S. Nieto; **Motion unanimously carried.**

**4. Outreach “Be Neighborly” Campaign - Discussion / Report / possible action to bring to full board (120 min)**

- Review ideas from Ernesto Comodo, 907k Marketing
- Continue developing timeline/proposed budget for all media
- Discussion on possible focus group/survey online for community participation in campaign.
- Proposed Action: Recommend to the VOICES NC board the final design elements for approval.

**Recommend Voices NC board approval final design for light pole banners and other media elements**

**5. NANDC Seniorfest – Discussion/ Report / possible action to bring to full board (5 min) no action recommendation to board.**

- Discuss ideas for tabling at event on Saturday, April 18 (11am-3pm) at Ahmanson Senior Center at Expo Park; sign up for times to work the booth; outreach strategies to seniors in our community

**6. Request for future agenda items**

**7. Adjourn at 7:55pm**

<sup>1</sup> Comments from the public on other matters, not appearing on the agenda but within the Board’s subject matter jurisdiction, will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived by the presiding officer of the Board or committee chair.

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Jaime Rabb (Chair)  
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Erica Helphand

## **“Special” Joint Board & Outreach Committee Agenda**

Wednesday, May 13, 2020, 6:00PM-8:00PM

**Zoom Meeting Online or By Telephone**

**<https://zoom.us/j/95564654096>**

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**Then Enter This Webinar ID: 955 6465 4096**

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1. **Call to Order at 6pm & Introductions:**
2. **Present: J. Rabb, E. Helphand A. Farias, S. Nieto**
3. **Public Comment on non-agenda items (2 minutes per speaker)**  
**Cindy Cleghorn, Plan Check, Planning and Land Use Chair**
4. **Approval of Minutes from March 2020 meeting**  
**Table to June**
4. **Outreach “Be Neighborly” Campaign - Discussion / Report / possible action to bring to full board (90 mins.)**  
**Change to “Heart of South LA” Campaign**
  - Review bus benches, lawn signs, postcards, etc. mockups from Ernesto Comodo, 907k Marketing  
**Print light pole banners without the gradient.**  
**Lawn Signs. Full colored background (Heart, Hand, Craftsman colors), replacing the picture with verbiage “Heart of South LA, leave the edge design elements (not top). Remove social media, keep city and Voices logos and URL.**  
**Postcard: Remove gradient, one color back (matte?), scallops on all three sides**  
**Poster: No gradient, heavier white lines on other elements, bottom scallop, right also scallop, keep flower and use 4 elements on the bottom, heart of south la across top, bottom color is one of the flag colors.**  
**Our recommendation will be forwarded to Ernesto and he will incorporate ideas into other designs.**
  - Discussion on possible focus group/survey online for community participation in campaign.
  - Proposed Action: Recommend to the VOICES NC board the final design elements for approval.
5. **COVID-19 Outreach - Discussion / Report / possible action to bring to full board (90 mins)**

- Proposed Action: Possible recommendation to the VOICES NC boards
- **Face masks to grocery store workers; will explore this ideas further.**

**6. Request for future agenda items**

**7. Adjourn at 7:17PM**

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**Neighborhood Council Funding Program  
APPLICATION for Neighborhood Purposes Grant (NPG)**



This form is to be completed by the applicant seeking the Neighborhood Purposes Grant and submitted to the Neighborhood Council from whom the grant is being sought. All applications for grants must be reviewed and approved in a public meeting. Upon approval of the application the Neighborhood Council (NC) shall submit the application along with all required documentation to the Office of the City Clerk, NC Funding Program.

Name of NC from which you are seeking this grant: Voices

**SECTION I - APPLICANT INFORMATION**

1a) The Civics Center (Project of Community Partners)      95-4302067      California      April 1995  
*Organization Name*      *Federal I.D. # (EIN#)*      *State of Incorporation*      *Date of 501(c)(3) Status (if applicable)*

1b) 433 S. Beverly Drive      Beverly Hills      CA      90212  
*Organization Mailing Address*      *City*      *State*      *Zip Code*

1c) \_\_\_\_\_  
*Business Address (if different)*      *City*      *State*      *Zip Code*

**1d) PRIMARY CONTACT INFORMATION:**

Andrew Binder      (610) 701-1288      ahb@thecivicscenter.org  
*Name*      *Phone*      *Email*

**2) Type of Organization- Please select one:**

- Public School *(not to include private schools)*      or       501(c)(3) Non-Profit *(other than religious institutions)*  
**Attach Signed letter on School Letterhead**      **Attach IRS Determination Letter**

3) Community Partners      1000 N Alameda St Suite 240      Los Angeles      CA      90012  
*Name / Address of Affiliated Organization (if applicable)*      *City*      *State*      *Zip Code*

**SECTION II - PROJECT DESCRIPTION**

**4) Please describe the purpose and intent of the grant.**

Young people in California can preregister to vote when they turn 16. If preregistered, young people can vote as soon as they turn 18. Yet Los Angeles County has a preregistration rate below 15%. Many people do not know about the opportunity to preregister, and most high schools do not have effective programs to take advantage of the law.

This grant would be used to raise youth voter registration levels through our online workshops. Students can sign up for our week-long summer program, "Future Voters Action Week," where we teach high school students public narrative skills and how to run a voter registration drive in their community. We also run shorter workshops that focus on how to run a high school voter registration drive in California. This grant will help us train youth leaders in Voices. This grant will also help us boost the very low voter preregistration rate in Los Angeles County.

**5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large.  
(Grants cannot be used as rewards or prizes for individuals)**

The low voter registration rate in L.A. County feeds into a cycle of low voter turnout and a disconnect between the next generation and our democratic system. Voting is crucial to preserve American democracy, and studies show that early outreach and connection to communities and peers is key to turning these trends around. By raising youth voter registration numbers, Voices has the potential to make a difference in strengthening our democracy.

Funds will be used to send postcards to families with 16-18-year-olds in the neighborhood advertising the program, social media ads to do the same, and for payroll to staff the program and facilitate the outreach. We also have an existing strong relationship with Students Run Los Angeles, a member of our coalition. SRLA supports marathon running programs in L.A. schools, and they have an existing network of teachers who we will contact to promote high school voter registration.

**SECTION III - PROJECT BUDGET OUTLINE**

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)	Personnel Related Expenses	Requested of NC	Total Projected Cost
	Payment for staff leading the session	\$ 1,400	\$
		\$	\$
		\$	\$

6b)	Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
	Postcards	\$ 1,500	\$
	Advertisement via Instagram	\$ 500	\$
	Democracy in a Bag merchandise + shipping & handling	\$ 600	\$

\* The amounts specified in section six include the Community Partners' administrative fee

7) Have you (applicant) applied to any other Neighborhood Councils requesting funds for this project?  
 No  Yes If Yes, please list names of NCs: Greater Cypress Park, Hollywood Studio District, Westlake North

8) Is the implementation of this specific program or purpose described in Question 4 contingent on any other factors or sources or funding? (Including NPG applications to other NCs)  No  Yes If Yes, please describe:

Source of Funding	Amount	Total Projected Cost
	\$	\$
	\$	\$
	\$	\$

9) What is the TOTAL amount of the grant funding requested with this application: \$4,000

10a) Start date: 08 / 01 / 2020 10b) Date Funds Required: 08 / 01 / 2020 10c) Expected Completion Date: 11 / 03 / 2020  
 (After completion of the project, the applicant should submit a Project Completion Report to the Neighborhood Council)

**SECTION IV - POTENTIAL CONFLICTS OF INTEREST**

11a) Do you (applicant) have a current or former relationship with a Board Member of the NC?

No  Yes If Yes, please describe below:

Name of NC Board Member	Relationship to Applicant

11b) If yes, did you request that the board member consult the Office of the City Attorney before filing this application?

Yes  No \*(Please note that if a Board Member of the NC has a conflict of interest and completes this form, or participates in the discussion and voting of this NPG, the NC Funding Program will deny the payment of this grant in its entirety.)

**SECTION V - DECLARATION AND SIGNATURE**

I hereby affirm that, to the best of my knowledge, the information provided herein and communicated otherwise is truly and accurately stated. I further affirm that I have read the documents "What is a Public Benefit," and "Conflicts of Interest" of this application and affirm that the proposed project(s) and/or program(s) fall within the criteria of a public benefit project/program and that no conflict of interest exist that would prevent the awarding of the Neighborhood Purposes Grant. I affirm that I am not a current Board Member of the Neighborhood Council to whom I am submitting this application. I further affirm that if the grant received is not used in accordance with the terms of the application stated here, said funds shall be returned immediately to the Neighborhood Council.

12a) Executive Director of Non-Profit Corporation or School Principal - REQUIRED\*

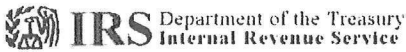
Laura Brill Executive Director *La W Brill* July 15th, 2020  
 PRINT Name Title Signature Date

12b) Secretary of Non-profit Corporation or Assistant School Principal - REQUIRED\*

Andrew Binder Development Assistant Andrew Binder July 15th, 2020  
 PRINT Name Title Signature Date

\* If a current Board Member holds the position of Executive Director or Secretary, please contact the NC Funding Program at (213) 978-1058 or [clerk.ncfunding@lacity.org](mailto:clerk.ncfunding@lacity.org) for instructions on completing this form





Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248164828  
Aug. 16, 2016 LTR 4168C 0  
95-4302067 000000 00

00018714  
BODC: TE

COMMUNITY PARTNERS  
ALBERT R RODRIGUEZ  
% NORMA GARCIA  
1000 N ALAMEDA ST SUITE 240  
LOS ANGELES CA 90012



007462

Employer ID Number: 95-4302067  
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Aug. 05, 2016, regarding your tax-exempt status.

We issued you a determination letter in April 1995, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit [www.irs.gov](http://www.irs.gov) or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

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COMMUNITY PARTNERS  
ALBERT R RODRIGUEZ  
% NORMA GARCIA  
1000 N ALAMEDA ST SUITE 240  
LOS ANGELES CA 90012

Sincerely yours,

*Doris P. Kenwright*

Doris Kenwright, Operation Mgr.  
Accounts Management Operations 1

State of California  
Secretary of State

CERTIFICATE OF STATUS

ENTITY NAME:

COMMUNITY PARTNERS

FILE NUMBER: C1676288  
FORMATION DATE: 11/16/1990  
TYPE: DOMESTIC NONPROFIT CORPORATION  
JURISDICTION: CALIFORNIA  
STATUS: ACTIVE (GOOD STANDING)

I, ALEX PADILLA, Secretary of State of the State of California,  
hereby certify:

The records of this office indicate the entity is authorized to  
exercise all of its powers, rights and privileges in the State of  
California.

No information is available from this office regarding the financial  
condition, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate  
and affix the Great Seal of the State of  
California this day of April 15, 2015.

A handwritten signature in cursive script, appearing to read "Alex Padilla".

ALEX PADILLA  
Secretary of State

## Outreach Strategy for Your Neighborhood Council (NC)

**You've converted your meeting to a virtual one and now you need to tell your neighborhood!**

This outreach strategy serves as a guide to invite your neighbors to a virtual NC meeting. Keeping in mind varying access to high-speed internet and unlimited data mobile plans, we have put together a template to reach as many possible participants as possible through low cost channels. We hope you will use these tools often and make them your own.

### OVERVIEW

The outreach plan draws inspiration from word of mouth and direct marketing best practices. Social media has taken on the role of word of mouth with its capability of providing content and news in a timely manner. While not everyone is active on social media, in-person conversations are driven by it as much as newspaper and TV sources. Over time, the use of social media will become automatic to you and to your NC participants because we will remind them frequently to access the latest information and NC news via these platforms. Social media outreach will be supported with low-cost flyers and posters around your neighborhood.

We will be using tactics and channels that are familiar and easy to use. These communication channels will be used to announce, inform and distribute information about the NC. The strategy in this document helps to streamline the time required to get information about the NC meetings to the public.

Most importantly, the outreach for these meetings will consider the diversity of your neighborhood. As Board members, it is imperative to welcome all residents, points of view and all walks of life. Every resident in your neighborhood has a voice, a vote and should be invited to the meetings. The Board should set the example to include ALL residents to make sure the rest of the neighborhood follows in your footsteps.



## OUTREACH STRATEGY OBJECTIVES

Using the strategy in this document, Board members can achieve the following objectives:

1. Invite neighbors to attend virtual NC meetings while providing quick instructions on how to join the conversation and be engaged.
2. Maintain consistency in communications to develop recognition for their NC.
3. Strengthen marketing tactics to become the go-to source for NC meeting news and events.

## SAMPLE MESSAGING DESCRIPTION

### Short description of Neighborhood Councils

*Neighborhood Councils (NC) are a great way to get involved in your community. As a NC volunteer member you have the opportunity to be a voice for your neighbors on issues like homelessness, housing, land use, emergency preparedness, public safety, parks transportation and sustainability - and make a difference, too. Unlike elected officials, NCs are open to all,*

bringing together a broad, inclusive and diverse group of stakeholders who live, work or own property or a business in a community. NCs were created in 1999 by amendment to the City Charter to be the grassroots level of the Los Angeles City government. For more information [about Neighborhood Councils](#) and how to join them.



### Sample Messaging Points for Use on social media, flyers and in conversation

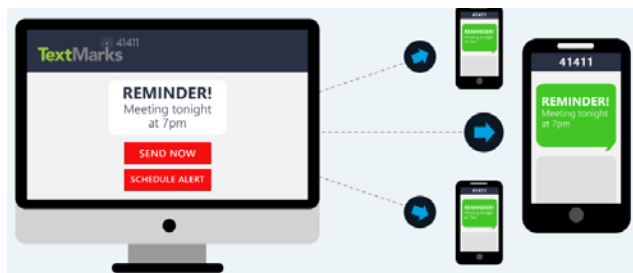
- Interested in learning about [insert topic] in our neighborhood? Join our Neighborhood Council and come to our next meeting [insert details]
- Your neighborhood needs your voice! [insert NC name] next meeting is happening [insert details]. Join us to talk about [insert 1 or 2 agenda items]
- Let's work together for our community. [insert NC name] is having an upcoming meeting on [insert details]. Join us to talk about [insert 1 or 2 agenda items]

## MARKETING CHANNELS

### Word of Mouth

A personal invitation is the oldest form of connection and flattery. During the COVID-19 pandemic, people are finding personal connection much more valuable and a quick call/text can go a long way. It is also a great opportunity to talk about some of the great things happening because of NC efforts.

- *Verbally*: Mention the meeting date and time with your immediate neighbors when you see them. Offer to share the agenda with them through their preferred method of communication, email or text.
- *Phone/Text Tree*: Call or text 5 people in your neighborhood to make the invitation and ask each of them to call or text 5 more people.
- *Mass Texting*: Work with your NEA to distribute the agenda broadly through the SimpleText platform. Share the keyword with participants so they can opt in to receive the agenda via text.



### Flyers and Posters

The Department has created flyer templates that can be printed and distributed at high traffic points throughout the neighborhood. We recommend Board members consult with their NEAs to identify and request permission from business owners to help distribute flyers and use email to send a printable PDF. If the NC will print all flyers, delivery of the printed flyers should be handled within the CDC health guidelines for all deliveries: no contact or with limited contact until the executive orders are lifted.

Possible distribution points during Stay At Home Orders:

- *Food pick up/donations sites* especially if a Board member is a volunteer. Places like churches, schools, food pantries. These locations have frequent visits from residents in communities.
- *Senior Centers* are also highly trafficked areas. Request adding your flyer to the internal bulletin Board or posting it on the door.
- *Local restaurants and laundromats* will also be a great place for distribution, especially if the owner is an active participant in the NC or in the community.

### Partnership Promotion

Speak to your Neighborhood Empowerment Advocate (NEA) about looking for potential partnerships. As you interact with neighbors, talk about the NC and the transition to virtual governance. Mention that you will need to announce the virtual meeting and you may be surprised at how many people offer to help get the word out. If they don't, politely ask if they would be willing to help through their own communication channels. Potential partners could include:

- Schools
- Nonprofit eBlasts
- Churches or places of worship
- Small businesses
- Community Centers
- Parks & Recreation Facilities

### Website

Your website is the go-to source for information about your NC. Keeping it up to date does not have to take a lot of time. If meetings are consistent and a location for accessing meeting materials like agendas is clearly visible the site can be updated less frequently. Certainly, post your next meeting’s agenda in compliance with NC requirements and any board or committee member rosters. However, once a quarter or twice a year are generally accepted timelines to do creative updates. Drive traffic to your site via any materials or notices you distribute or post by including the website and link.

## Social Media

**Facebook:** Many NCs may already be using many of the tools Facebook offers. Post daily or as often as you can about the NC’s happenings and monitor the activity. Did people like or comment on a post?

75  
People Reached

13  
Engagements



Create a Facebook Event for your meeting to see how many people are interested in attending. Post the details of the meeting (including the agenda, supporting materials and a link to prior meeting minutes) and a link to connect to Zoom along with a meeting ID and a password if you choose to add one. Know that if you post to the Event feed, users that have replied as Going or Interested will receive notifications. This is a great tool to send additional reminders and details about the meeting.



**NextDoor:** The social media graphics we have provided also work for the NextDoor app. Feel free to use the same text and image for this platform as with Facebook. Event postings are also available on NextDoor.

**Twitter & Instagram:** Twitter is mostly used for breaking or urgent news. Instagram is a visual platform where imagery is as important as the message. We recommend using these platforms as appropriate for publicizing NC governance.

## Examples:

**Twitter** - Share breaking news that the meeting ID has changed or is canceled.

**Instagram** - Share a screenshot of your first virtual meeting and, in text, congratulate your

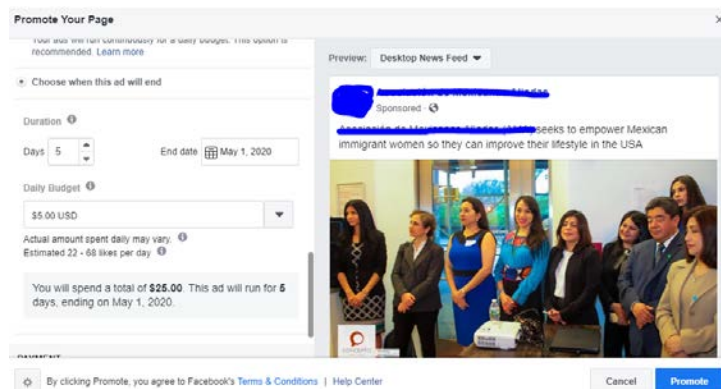




NC for participating + invite residents to attend the next meeting (see example).

## Paid Marketing

Boosted posts/events: Facebook offers a feature called “Boost” in which your post or event is sent to a specific audience, including those in a designated area or zip code, to extend reach beyond the followers of your NC account. Boosting can be scheduled for as little as \$5 per day or \$25 for 5 days. We recommend doing this a week in advance of your meeting and within the NC budget. You can also promote your page the same way to gain more followers.



## **MESSAGING SUGGESTIONS**

Every communication platform has character limits, so keep your message brief and to the point. Use the 5 W’s: Who, What, When, Where and Why. If you include a link in an image, use it again in the text of your message so that a user can click on it and get to your desired site easily.

On printed materials, ALWAYS INCLUDE:

- Your website
- Your Facebook handle or url
- Your keyword & number to opt into SimpleText

## **MARKETING COLLATERAL**

Images on social media and your printed marketing should be interesting and related to your neighborhood, inviting the reader to learn more. These should be representative of your neighbors, from all walks of life, and your neighborhood. On social media, marketing experts recommend clear and concise communication given a user’s attention span. Printed materials

can often include more wording in addition to images, though, it's recommended to keep to the most important points.

All of these materials make up your marketing toolkit to promote your NC, create informational collateral and fill in the blank spaces on your website and social media.

- **Social media graphics** (visual example) are images that you'll upload along with accompanying text. They illustrate your message or provide further instruction to the reader.
- **Flyers** are self-explanatory and though not used as frequently they are still very effective in getting information into the hands of people. Because it may take longer to produce/print and distribute flyers, all information on these should be 100% confirmed.
- **Banners images** (visual example) are headers that introduce your newsletter, webpage or your Facebook page. Facebook calls it your cover image.



- **Branded NC backgrounds** are images that can be added as a watermark to layer into printed marketing materials, can be used for a Facebook cover image and your Zoom background. They are great for use when you are participating in events outside of official Neighborhood Councils meetings.

## RECOMMENDED TIMELINE

Ideally, NC meetings are planned with enough time for promotion. This timeline focuses on key time markers before a meeting and what promotion should take place at that time. Many of these tactics should be used in general to promote each virtual meeting.

*A complete four week outreach plan with tactics are reflected on the Outreach Strategy Presentation document.*

## 4 weeks out from your meeting

### Checklist

- Post meeting date, time and agenda to website, Facebook, NextDoor and other channels if available
- Start telling your neighbors and activate the phone/text tree
- Initiate outreach to partners to help distribute flyers/posters.

### Materials

- Social Media Graphics
- Flyers with date, time and meeting link/dial-in information

### Suggested Message

- **SAVE THE DATE!** Virtual NC Meeting [date, time] [link to meeting] No internet access necessary. Dial in available.

## 3 weeks out from your meeting

### Checklist

- Post meeting date, time and agenda to website, Facebook, NextDoor and other channels if available
- Continue the phone/text tree
- Finalize outreach to partners to help distribute flyers/posters.

### Materials

- Social Media Graphics
- Flyers with date, time and meeting link/dial-in information

### Suggested Message

- See something in your neighborhood that needs to change? **SAVE THE DATE!** Virtual NC Meeting [date, time] [link to meeting] No internet access necessary. Dial in available.

## 2 weeks out from your meeting

### Checklist

- Post meeting date, time and agenda to website, Facebook, NextDoor and other channels if available
- Print and post flyers and deliver to partners as needed. Follow up with partners to make sure they printed and posted flyers/posters.

### Materials

- Social Media Graphics
- Flyers with date, time and meeting link/dial-in information

### Suggested Message

- Tell your neighbor!  
Virtual NC Meeting [date, time] [link to meeting] No internet access necessary. Dial in available.

## 1 week out from your meeting

### Checklist

- Post reminder with meeting date, time and agenda to website, Facebook, NextDoor and other channels if available
- Ensure partners are distributing printed materials and refill as needed

### Materials

- Social Media Graphics
- Flyers with date, time and meeting link/dial-in information

### Suggested Message

- ONE WEEK AWAY! Virtual NC Meeting [date, time] [link to meeting] No internet access necessary. Dial in available.
- Speak up! Bring your neighborhood issues to our Virtual NC Meeting [date, time] [link to meeting] No internet access necessary. Dial in available.

## 2 days before your meeting

### Checklist

- Post reminder with meeting date, time and agenda to website, Facebook, NextDoor and other channels if available.
- Add another post with a link to instructions to connect.

### Materials

- Social Media Graphics

### Suggested Message

- REMINDER: Virtual NC Meeting [date, time] [link to meeting] No internet access necessary. Dial in available.
- We look forward to hearing from you at our virtual NC meeting [date, time] [link to meeting] No internet access necessary. Dial in available.

# The day of your meeting

## Checklist

- Post a reminder early in the morning with meeting details and zoom link to meeting

## Materials

- Social Media Graphics

## Suggested Message

- **MEETING TODAY!**  
Virtual NC Meeting  
[date, time]  
[link to meeting]  
No internet access necessary. Dial in available. Don't miss it!