

## South Side Slopes Neighborhood Association (SSSNA) Communication Strategy

### 1. Statement of Purpose

We intend to provide the necessary information each of our neighbors need in order to stay informed of events and happenings that may affect their lives, and to give them a platform allowing them to participate with the SSSNA as they choose and see fit.

### 2. Targeted Groups with Matched Messaging

Audience	Information about Meetings	Fundraising / StepTREK	Organizational Info (e.g. finances, board meetings)	Community Perspectives	Mission Feedback / Long-term Planning
South Side Slopes Neighbors	X	X		X	X
Board	X	X	X	X	X
Volunteers	X	X		X	X
Donors	X	X		X	
Government	X				
Partner Orgs.	X	X		X	
Local Businesses	X	X			

### 3. Outreach Methods

Outreach Methods	Used for:	Targeted Populations	Supporting Data (if available)
SSSNA Website	Platform to create org awareness, publishing of local events/news/updates	All stakeholders within the community and partner orgs.	Website views
Facebook / Twitter	Engage w/ neighbors, provide real-time updates to current events	Retirees, parents, long-term residents	FB Trends

Newsletter Mailings	Detail news, upcoming events, fundraising efforts, connecting seniors w/ beneficial and relevant programs and organizations	Senior citizens, homeowners, all SSSNA stakeholders	Quarterly mailings
Social Gatherings	Promoting the SSSNA and thanking all residents and volunteers for their work	All neighbors, partner orgs. And key stakeholders	Held bi-annually

#### 4. Sharing of Communication Strategy

- a. We will share the communication strategy through the aforementioned methods of communication delivery, to include us speaking directly to it at all of our general public meetings. Our timeline is dictated by the method used; ie. Blasts will be set up for social media platforms, the website will be updated immediately, and we will include it in our next quarterly newsletter.

#### 5. Communication Plan

What?	Key Messaging / Purpose	Stakeholder Groups	Who?	When?	How?	Success is:
Association Updates/Plans	Day-to-day operations and planning update	Board	Executive Committee/Committee Heads	Monthly	Board Meetings	meeting
	Summary updates, news, futures plans	Neighbors and community members	Blake - Executive Committee	Min. 5x/year	General Meetings	Presentation at meeting and received
Fundraising	StepTREK and Association Fundraising efforts	Current/future funders - Board	Brian - Brad - Blake	July	Newsletter, email, Website	Communication out by deadline, positive donor response, successful StepTREK
Development Activities	Promotion of Association, promote meeting attendance	Neighborhood leadership, Board	Blake - Executive Committee	Monthly	Committee Meetings	Increase levels of participation
Membership	Committee participation	New neighbors, community members				
Ongoing Communication	Promote meeting attendance, yearly reporting, potential impacts of projects and initiation of new programs	Long-time community members/neighbors, current/potential funders, media	Executive Committee	Monthly	Newsletter, Social media, website	Communication level satisfactory based on annual survey results