

## **North Greenwood CRA Commercial Grant Program**

### **General Communications Plan for Community Engagement and Program Success**

#### **Objective:**

To inform, engage, and involve the North Greenwood Community Redevelopment Area community in the CRA grant program, ensuring maximum awareness, participation, transparency, and success.

#### **Target Audience:**

1. Local small businesses
2. Prospective Entrepreneurs
3. Community leaders
4. Local Organizations (e.g., Amplify, CULC, etc.)
5. Media outlets

#### **Key Messages:**

1. Access to Capital Available.
2. Overview of the grant program and its benefits.
3. Eligibility criteria and application process.
4. Contact information for assistance and more information.
5. Success stories and testimonials from previous grant recipients (when applicable).

#### **Channels:**

1. **Digital Channels:**
  - CRA website
  - Social media platforms
  - Email to available distribution list
  - Recorded promotional video
  - Optional (virtual informational meetings)
2. **Traditional Media:**
  - Local newspapers
  - Local TV channels
3. **Community Outreach:**
  - Community centers and libraries
  - Local businesses and chambers of commerce
  - Faith-based organizations
4. **Direct Communication:**
  - Flyers and brochures
  - Posters in public places (if allowed)
  - Direct mail to businesses
  - Business Visits

## **Tactics:**

- 1. Develop Communication Materials:**
  - Create a comprehensive guide on the grant program.
  - Design flyers, posters, and brochures.
  - Prepare social media content and email templates.
- 2. Build into Webpage:**
  - Include detailed information about the grant program, application process, FAQs, and contact information.
  - Ensure the webpage is mobile-friendly and accessible.
- 3. Stakeholder Meetings:**
  - Hold meetings with local businesses to inform them about the grant program and seek their support and participation.
- 4. Media Outreach:**
  - Send press releases to local media outlets announcing the grant program.
  - Arrange interviews on local radio and TV stations.
- 5. Social Media Campaign:**
  - Launch a social media campaign with regular posts, stories, etc.
  - Use hashtags relevant to the community and grant program.
- 6. Email Newsletters:**
  - Send out in available newsletters to residents and businesses with detailed information about the grant program and application process.
  - Include success stories from previous grant recipients to inspire potential applicants (when applicable).
- 7. Community Events:**
  - Organize virtual meetings, and in-person workshops at community centers and libraries.
  - Provide step-by-step guidance on how to apply for the grant.
- 8. Traditional Media:**
  - Run ads in local newspapers.
  - Broadcast announcements on local radio and TV channels.

## **Lessons Learned & Retrospective:**

It is about reflecting on past successes and failures to learn from them and, if possible, derive measures from them for continued success and improvement. Throughout the communications and engagement process, staff will document lessons learned and hold retrospectives to improve communications and outreach strategies.