

Engagement plan template with example

Neighborhood

Webber Camden Neighborhood Organization

Time frame: 2023-24

Plan detail

Demographic group	BIPOC Residents	Residents with Income Below Poverty	Children Age 17 and Younger	Renter Occupied Households/ Cost Burdened Renter Households
Numbers or percentage	3,557 (60.7%)	1,676 (30%)	1,837 (31.3%)	722 (34.7%)/482 (66.8%)
Initiative, activity, project or program	Expand Cultural & Ethnic Circles Develop Block Clubs & Know Your Neighbor Events Partner with BIPOC serving organizations, Churches & leadership	Develop Block Clubs & Know Your Neighbor Events Partner with economic, health, and social services Support local food and clothing services and emergency assistance	Maintain and grow Youth Leaders Council Provide safe places and year-round programming Partner with youth serving organizations Provide opportunities for youth and parent workshops & events	Identify and engage property owners Develop Block Clubs & Know Your Neighbor Events Initiate a renter advisory group Partner with renter and home ownership groups

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Barriers to engagement	Feeling unwelcome Language barriers Cultural Norms Isolation Lack of knowledge regarding resources Lack of trust	Overwhelmed with surviving day to day Isolation Lack of knowledge regarding resources Lack of trust	Educational losses, confusion and frustration about path forward Lack of jobs, positive activities, supervision Fear of violence; need for safe spaces Lack of trust	Mostly single-family home renters; hard to identify Absentee landlords Lack of knowledge regarding resources Lack of trust
Outreach and engagement strategies	Translate brochure, surveys, flyers, etc. Distribute translated items within local organizations Door-knocking Host small circles for specific populations in safe, easily accessible spaces Host culturally specific events Block club & know your neighbor events	Block club & know your neighbor events Social media regarding resources & events Health & wellness events Door-knocking Coordinating outreach with other service providers Conduct surveys at events	Youth & Family Events Coordination & promotion with school and other resources Social media campaign Youth activities throughout the year building relationships Conduct surveys at events	Connect with property managers/owners Identify resident leaders for multi-unit buildings Door-knocking & surveys Social media campaign Hold a Renter Resource Fair Collect and share resources of interest to renters Block club & know your neighbor events

Demographic group	BIPOC Residents	Residents with Income Below Poverty	Children Age 17 and Younger	Renter Occupied Households/ Cost Burdened Renter Households
Resources needed	African American, Latinx, Asian, African Outreach and Facilitation Social media account and manager of the account Buying ads in BIPOC papers/radio, etc. Translation for flyers, etc. Circle sites and attendance logs Funding partners	Community Outreach Organizer Social media account and manager of the account Collection of resources and distribution methods Wages for door-knockers Door-knocking logs Flyers, posters, etc. to promote resources, events, and WCNO information Funding partners	Youth & Family Organizer Social media account and manager of the account Youth stipends/gift cards/prizes Circle sites and attendance logs Flyers, other outreach Youth events and programs Funding Partners	Community Outreach Organizer Social media account and manager of the account Contact information for property owners/managers Wages for door-knockers Door-knocking logs Flyers, posters, etc. to promote WCNO, events and resources Renter events Funding Partners
Partners in the work	Schools Comm. organizations serving diverse populations BIPOC specific newspapers, social media Neighborhood churches, businesses, organizations	Schools Partner neighborhoods Economic, housing, social and health organizations Neighborhood churches, businesses, organizations Governmental Referrals	Olson Middle School & Henry High School, MPS Sojourner Truth Academy Webber Park Youth & Family Serving Organizations	Homeline Housing Link Inquilinxs Unidxs Por Justicia (United Renters for Justice) Neighborhood churches, businesses, organizations

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	Partner neighborhoods Hmong Civic Leadership Project		Neighborhood churches, businesses, organizations Office of Violence Prevention Partner neighborhoods	Partner Neighborhoods
Person(s) responsible	Executive Director Rochelle Washington, Community Outreach Communications position unfilled Ethnic & cultural volunteers Communications Committee Outreach & Safety Comm. Volunteers	Executive Director Rochelle Washington & Youth & Family Outreach Communications position unfilled Communications Committee Outreach & Safety Comm. Volunteers	Executive Director Youth & Family Position Unfilled Communications position unfilled Youth & Family Committee Communications Committee Volunteers	Executive Director Rochelle Washington, Community Outreach Communications position unfilled Housing Committee Communications Committee Volunteers

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Timeline	Jan.-Feb.: Hire Communications Manager Jan.-March: Identify & train volunteers; plan circles, get sites, etc. March-April: Create social and traditional media placements with translations as needed April-Dec.: Implement circles on regular basis; initiate projects based on expressed needs & concerns June-August: Block Club/know your neighbor organizing July: Community BBQ March-Dec: Coordinate cultural events identified by BIPOC residents Sept-Nov.: Recruit Bd. and Committee Members	Jan.-Feb.: Hire Communications Manager Jan.-March.: Identify & train Youth & Family Outreach Organizer and volunteers Jan.-Dec. Quarterly Events w/Basic Needs Providers March-April: recruit door-knocking paid residents and volunteers/train* June-August: Block Club/know your neighbor organizing July: Annual BBQ Sept-Nov.: Recruit Bd. and Committee Members *Door knocking will be done simultaneously as much as possible and will include identifying BIPOC residents to participate	Jan.-Feb.: Hire Communications Manager & Youth & Family Outreach Organizer Jan.-March.: Train new staff Jan.-Dec.: Bi-Monthly Youth Leadership Mtgs. Jan.-Dec.: Out of School time events and activities Jan.-Dec.: Parent & Youth Events Jan.-Dec.: Trauma informed workshops May: Pop Up Event with Henry High School July: Annual BBQ Sept.: Fall Festival	Jan.-Feb.: Hire Communications Manager Jan.-Feb.: Contact CURA & City to help identify rental properties; identify owners & issues March-April: Send letters to property managers and/or owners; recruit door-knocking paid residents and volunteers/train* May-July: Follow-up phone calls; Landlord Meeting; door-knock buildings June-Dec.: Monthly renter meetings June-August: Block Club/know your neighbor organizing July: Annual BBQ Sept.-Nov.: Recruit Bd. Members

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Quantitative goals	Have conversations with 50% of residents whose doors were knocked & answered Provide resource and neighborhood info. to all Identify new partners to provide resources & funding	Have conversations with 50% of residents whose doors were knocked & answered Provide resource and neighborhood info. to all Identify new partners to provide resources & funding	Conduct student surveys at events Have conversations with youth & parents at events and circles Provide resource and neighborhood info. to all Identify new partners to provide resources & funding	Have conversations with 50% of tenants whose doors were knocked & answered Provide resource and neighborhood info. to all Identify new partners to provide resources & funding
Qualitative goals	Learn about what BIPOC residents care about in the neighborhood Identify issues that need attention	Learn about what residents in poverty most care about neighborhood Identify issues that need attention	Learn about what youth most care about in the neighborhood Identify issues that need attention	Learn about what tenants care about in the neighborhood Identify issues that need attention
Outcome of engagement	More representation of BIPOC residents on neighborhood board and/or committee membership More BIPOC residents receive neighborhood organization updates,	More representation of varied economic backgrounds on neighborhood board and/or committee membership More residents receive neighborhood	Youth will determine solutions to issues identified More parents receive neighborhood organization updates,	More representation of renters on neighborhood board and/or committee membership More renters receive neighborhood organization

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	newsletters and other information Residents have the knowledge and ability to become involved in the organization and in decision-making Improved communications vehicles based on experience	organization updates, newsletters and other information Residents have the knowledge and ability to become involved in the organization and in decision-making Improved communications vehicles based on experience	newsletters and other information Youth have the knowledge and ability to become involved in the organization and in decision-making Improved communications vehicles based on experience	updates, newsletters and other information Residents have the knowledge and ability to become involved in the organization and in decision-making Issue is identified in the community
Next steps	Community conversations around issue identified to discuss issue further, come up with solutions and possible program implementation.	Community conversations around issue identified to discuss issue further, come up with solutions and possible program implementation.	Youth conversations around issue identified to discuss issue further, come up with solutions and possible program implementation	Community conversations around issue identified to discuss issue further, come up with solutions and possible program implementation.

2025 Amendment

Webber-Camden

TIMELINE

2025 Quarter 1:

- Recruit youth for programs from Camden High, Olson Middle School and Sojourner Truth Academy.
- Increase mailing list by 10 new recipients per month
- Hold one community event

2025 Quarter 2:

- Begin youth programs healing circles & initiate summer programs
- Participate in Camden May Pop Out & Neighborhood Clean Up

2025 Quarter 3

- Conduct training for community for placemaking
- Finalize and report on summer youth programs
- Hold one community event & Community BBQ

2025 Quarter 4

- Hold youth healing circles
- Participate in Fall Festival, Hold Annual Meeting/elections, Holiday on 44th

Last revised Aug. 31, 2022

-Evaluate programs and activities making needed changes for next year

GOALS

1. Recruit 50 young people ages 13-18 for WCNO programs
2. Hold 6 community events
3. Produce monthly newsletter, keep website updated with events, resources.