

Engagement Plan Template

Neighborhood

Fulton Neighborhood



Time frame

3 Years

Work summary

This strategy focuses on connecting with renters and lower-income residents by fostering a stronger sense of welcome, support, and belonging. Initiatives include:

- **Welcome kits** to help new renters feel immediately included.
- **Expand volunteer engagement program** that invites residents to take part in shaping neighborhood life.
- **Community dinners** are designed to increase food support and build stronger social connections.
- **The Neighborhood Good Fund** is a collaborative effort supported by residents and partner Southwest Minneapolis neighborhoods to pool resources for shared community needs.
- **Shared resources** such as bike repair stations, community garden, and free pantries, expanded and adapted based on community input.

Together, these efforts strengthen neighborhood connections, increase civic participation, and provide practical support for residents who may face barriers to traditional forms of community engagement, while also enhancing FNA's visibility and reinforcing its role as a trusted community partner.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

<i>Demographic group</i>	<i>Tenants</i>	<i>Lower income (60% <u>Area Median Income (AMI)</u> - family of 4)</i>
<i>Numbers or percentages</i>	11.4%	17.2%
<i>Initiative, activity, project or program</i>	<ul style="list-style-type: none">● Welcome kits● Volunteer engagement (Friends of Fulton)	<ul style="list-style-type: none">● Renter Support Fund participation to assist with renter stability and provide relief to cost-burdened renters● Increase shared community resources (pantry garden, free little pantry, bike fix-it stations, etc)● Double community dinner capacity● Neighborhood Good Fund

		<ul style="list-style-type: none"> ● Fulton College Scholarship via Southwest Foundation
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> - Accessing apartments/rental units - Transient population - Lack of connection to the neighborhood - Feeling unwelcome at meetings - Topics are oriented to homeowners or do not resonate with renters - Meeting times are inflexible and may not align with nontraditional work hours - Unclear paths to engagement 	<ul style="list-style-type: none"> - Time or bandwidth to attend FNA meetings - Historical institutional exclusion - Unclear paths to engagement - Feeling unwelcome at meetings and in the community in general
<i>Outreach and engagement strategies</i>	<ul style="list-style-type: none"> - Connect with landlords - Create a standard approach for welcome kit pick up and distribution - Launch volunteer engagement program (create marketing & engagement plan, identify lead, and more) 	<ul style="list-style-type: none"> - Increased community dinner attendance - Launch the Neighborhood Good Fund, which supports a neighborhood need and a local organization. Support could look like giving time, talent, or money. We'd ask neighbors to join us in supporting the need and invite other SW Mpls Neighborhood Associations to join us as well. - Increase in shared community resources, including adding a bike fix it station, expanded free pantries, and more, determined by community input. - Launch the Fulton College Scholarship program in collaboration with the Southwest Foundation
<i>Resources needed</i>	<ul style="list-style-type: none"> - Board member time - Coordinator time - Printed materials for fliers and mailing - Printed survey 	<ul style="list-style-type: none"> - Board member time - Coordinator time - Printed materials for fliers and mailing - Bike fix it station (purchase) - Neighborhood Good Fund (monthly amount TBD) - Community dinner - food purchase & volunteer time - For the proposed scholarship and Neighborhood Good Fund to remain sustainable, FNA has the ability to match or supplement city funds
<i>Partners in the work</i>	<ul style="list-style-type: none"> - Volunteer Engagement leader - FNA coordinator 	<ul style="list-style-type: none"> - FNA coordinator - FNA board members - Pershing Park staff

	<ul style="list-style-type: none"> - Landlords - Tenants 	<ul style="list-style-type: none"> - Neighbors & SW neighborhoods (to join Neighborhood Good Fund) - Southwest Foundation/Southwest High School, Students - Lower-income individuals
<i>Person(s) responsible</i>	<ul style="list-style-type: none"> - Volunteer Engagement leader - FNA Board 	<ul style="list-style-type: none"> - FNA Board - Racial Equity Committee
<i>Timeline</i>	<p>Year 1: Develop & Connect</p> <p>Q1</p> <ul style="list-style-type: none"> - Identify lead for Volunteer Engagement <p>Q2</p> <ul style="list-style-type: none"> - Develop recruitment strategy and ongoing engagement for volunteers <p>Q3</p> <ul style="list-style-type: none"> - Make connections with landlords <p>Q4</p> <ul style="list-style-type: none"> - Maintain landlord contact list with key communication details <p>Year 2-3: Launch & Evaluate</p> <ul style="list-style-type: none"> - Create system for new neighbor welcome kit - Consistently provide welcome kit to renters - Market and evaluate volunteer engagement 	<p>Year 1: Engage & Expand</p> <p>Q1-Q2</p> <ul style="list-style-type: none"> - Expand community dinner capacity through evaluating menu options, increasing funding, and increasing volunteer engagement <p>Q3</p> <ul style="list-style-type: none"> - Increase understanding of low-income needs to inform shared community resources (via community dinner survey) <p>Q4</p> <ul style="list-style-type: none"> - Begin Neighborhood Good Fund, including identifying local organizations to give to, engaging SW neighborhood orgs, and committing 2027 budget. - Present Renter Support Fund participation to FNA board for consideration in the 2027 budget. <p>Year 2: Launch</p> <ul style="list-style-type: none"> - Bike fix-it station requiring research, funding, purchase, and installation - Launch Neighborhood Good Fund, including defining the fund and market to neighbors. - Launch Fulton College Scholarship, including defining the amount and guidelines for award recipients. - Launch other community resources as determined in year 1 <p>Year 3: Evaluate & Continue</p> <ul style="list-style-type: none"> - Evaluate and continue the Community Good Fund. - Evaluate and continue the Fulton College Scholarship - Evaluate the impact of community resources delivered and continue

<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> - Send a welcome survey to tenants living in Fulton with a target to receive at least 100 unique responses (similar to 2022 survey for pre/post measures) - In 2025, volunteers contributed 344 hours. In 2026, we'd like to see this maintained and increased by 10% by year 3. - Increased number of volunteers. In 2025, FNA had 90 unique volunteers. In 2026, we'd like to see this maintained and increased by at least 20% by year 3. 	<ul style="list-style-type: none"> - 8 free community dinners in the summer with doubled capacity (150 people per meal) - Identify at least 3 southwest neighborhood associations and organizations supporting community needs that will partner with us to participate in the Neighborhood Good Fund.
<p><i>Qualitative goals</i></p>	<ul style="list-style-type: none"> - Increase sense of welcome for renters in Fulton - Increase awareness of FNA for renters 	<ul style="list-style-type: none"> - Increase connection across Fulton - Increase support and sense of well-being - Increase in shared community resources
<p><i>Outcome of engagement</i></p>	<ul style="list-style-type: none"> - Increase renter presence in volunteer and board roles 	<ul style="list-style-type: none"> - Increased feedback via community dinner surveys and input into board priorities for programming and shared community resource needs - Increase presence in volunteer and board roles - Raise the presence of the Fulton Neighborhood Association, helping more neighbors recognize the role it plays in supporting and uplifting the community.